

FOR IMMEDIATE RELEASE

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bknapinski@foxcities.org**Fox Cities Convention & Visitors Bureau awards grant for Loop the Lake, downtown Neenah signage***Wayfinding signage assists visitors and users navigate the trail and connect with downtown amenities*

NEENAH, Wis. (October 7, 2020) – The Fox Cities Convention & Visitors Bureau (FCCVB) has awarded a \$6,287.50 grant to the City of Neenah and Future Neenah to support wayfinding signage for Loop the Little Lake and the downtown Neenah area.

“The Loop the Lake project has been an incredible asset to the quality of life in our community for residents and visitors,” FCCVB Executive Director Pam Seidl said. “This signage enhances the visitor experience along the trail for wayfinding and directs them to our local businesses.”

The wayfinding map series assists Loop the Little Lake trail users and downtown visitors navigate the trail and downtown region. The map series details the trail route and amenities such as boat launches, bike repair stations, public restrooms, retailers and dining along the trail or in the adjacent downtown Neenah district.

“We are thrilled to work alongside the City of Neenah and the FCCVB to add beautiful wayfinding signage that connects area residents and visitors to the unique retail, dining, recreational and cultural amenities surrounding the Loop the Little Lake Trail,” Future Neenah Executive Director Nikki Hessel said.

The 3.5-mile Loop the Little Lake trail, which loops the lower portion of Little Lake Butte des Morts and connects the communities of Neenah, Menasha and Fox Crossing, was completed in 2018. The FCCVB also awarded grants for completion of that trail project, specifically for the four trestle bridges that are a part of the trail. The original and longest trestle, the Fox Cities Trestle, stretches more than 1,600 feet across the lake and is one of the largest rails-to-trails pedestrian bridges in Wisconsin.

Since its inception in 1986, the FCCVB has awarded more than \$8 million in grants through its Tourism Development Grant program. Grants have ranged from \$1,000 to \$1,000,000 in value. In addition to wayfinding and trail development, grants have supported arts and cultural venues and exhibits, large-scale events and sports development projects.

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The Fox Cities Convention & Visitors Bureau strengthens the local economy by investing in and promoting our community. In the Fox Cities, which includes 19 communities, visitor spending totaled more than \$511 million in 2019. The Fox Cities Convention & Visitors Bureau estimates this direct spending supported more than 5,850 jobs and \$114 million in income for Fox Cities residents. www.foxcities.org