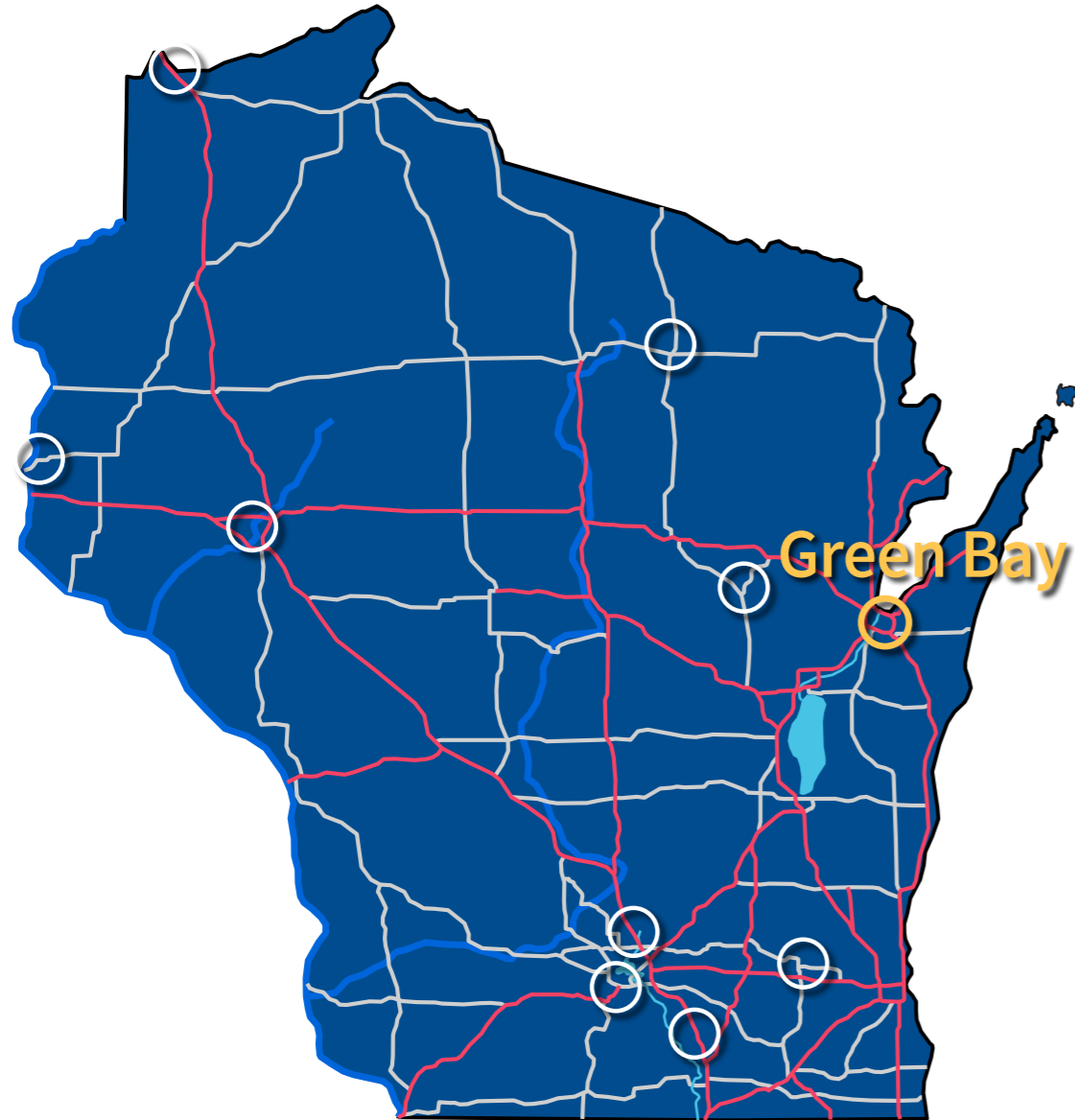


How It's Done



Green Bay I-41 Reconstruction

- Greater Green Bay Convention & Visitors Bureau was a key conduit to sharing information with businesses and other stakeholders in the area as they received it from WisDOT.
- Businesses generally led their own promotion activities and events in coordination with local business association.
- General ads promoting the area were included in the visitors guide.

Key takeaways: Utilize a stakeholder group(s) to serve as a conduit to information sharing between WisDOT and a larger group of constituencies.

