



**City of Two Rivers
City Manager's Office
1717 East Park St
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**Manitowoc Area Visitor &
Convention Bureau
4221 Calumet Avenue
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FOR IMMEDIATE RELEASE

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State H.O.G. Rally Returning to Lakeshore

--"H.O.G.'s on the Beach" Theme for Rally at Walsh Field and Neshotah Park

Representatives from Harley Owners Group (H.O.G.) chapters from across Wisconsin, meeting Sunday in Fond du Lac, selected Two Rivers as the site for the 2011 State H.O.G. Rally.

Dates for the 2011 rally are Friday, June 24 and Saturday, June 25.

Two Rivers City officials worked with staff of the Manitowoc Area Visitor & Convention Bureau, the Manitowoc County H.O.G. Chapter, Two Rivers Main Street and Stock's Harley-Davidson of Manitowoc in assembling a proposal for consideration by the statewide group.

The State H.O.G. rally was held in Manitowoc in 2005, and drew over 6,000 Harley owners. That attendance remains the record for a Wisconsin state rally. The 2005 event was estimated to have a local direct economic impact exceeding \$2 million.

Two Rivers offered the use of Walsh Field as a secured venue for rally events, plus the ability for the group to reserve a portion of Neshotah Park and Beach for special events during the rally. City support services will include set-up and clean-up of the rally site, and organizing a shuttle bus service between the rally site and hotels throughout the county.

Two Rivers' proposal for the 2011 rally won out over proposals by the Fox Cities Convention and Visitors Bureau and the Wausau/Central Wisconsin Visitor and Convention Bureau.

Commenting on the successful proposal, City Manager Greg Buckley cited three factors that worked in Two Rivers' favor. "First of all, we made it clear that our proposal was a team approach, with the MAVCB, Stock's Harley-Davidson, the Manitowoc County H.O.G. Chapter, local business groups and both cities partnering to offer a great rally package."

"Second, we offered an outstanding site, with Walsh Field and the best beach on this side of Lake Michigan. Finally, we built on the great success and the goodwill generated within the Harley Owners Group by the 2005 rally in Manitowoc."

MAVCB President Kathleen Galas, whose organization spearheaded local arrangements for the 2005 rally, noted that hotel rooms were already being snapped up on Sunday afternoon. "People were on their cell phones within minutes after the announcement, booking rooms in Two Rivers and Manitowoc."

Manitowoc County lodging establishments have blocked a total of 519 rooms for each of the two nights of the rally. Another 248 rooms are blocked for the event in Kewaunee County, Green Bay and Sheboygan.

The team that traveled to Fond du Lac to pitch the Manitowoc County location included Galas, Buckley, Two Rivers Police Chief Joe Collins, Two Rivers Parks and Recreation Director Judy Goodchild, Two Rivers Main Street Executive Director Tammy Schinker, and City Council President Mark Matthews.

Matthews' video production company, Matthews Consulting, LLC, produced and donated a five-minute video to lead off the City's presentation to the H.O.G. representatives. Buckley followed with a review of the specifics of the City proposal.

Both Buckley and Galas praised the tourism partnership that made this effort possible. "We have a great product to sell, and combining the resources of the two cities under the banner of the MAVCB allows us to more effectively market our area for both individual visitors and major gatherings like the H.O.G. rally," Galas commented.

"We will be honored to have the name of our community associated with a Wisconsin and American icon, Harley-Davidson" Buckley stated.

"The tourism section of Two Rivers' new Comprehensive Plan calls for capitalizing on Neshotah Beach as a venue for major events. The 2011 H.O.G. rally will be a major step in building on Two Rivers' reputation as a venue for great summer festivals and events."

Arrangements for the 2011 rally will not be final until a Harley representative has completed a site visit to Two Rivers and a contract for the rally has been signed.

For more information, contact:

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