

If you head to the huge motorcycle event in Sturgis South Dakota this year, you may find folks who already have heard of La Crosse, Sparta Or Tomah. That's because the Sparta Area Chamber of Commerce received a \$34 thousand tourism grant to promote the new Cycle Driftless Destinations project, aimed at attracting more motorcyclists to the area.

[\(Click for Audio\)](#)

Chamber Director, Tim Hyma, says the target markets include motorcyclists from Michigan, Ohio, Indianapolis, Cleveland, Detroit and other Midwest cities. Seven communities are working together to promote the program including La Crosse, Black River Falls, Hillsboro, Tomah, Onalaska and Trempealeau. These partners have combined their resources to produce an area map with five interconnected routes that circle through the back roads of Western Wisconsin.