



## **Steve Peterson**

### **Monroe County Economic Development Coordinator**

Steve has been marketing for most of his professional life. He was in the Radio & TV industry for over 24 years, from an on-air personality to management. Many of his marketing and promotion concepts led radio stations to lead their markets and building close bonds with the listeners and coverage area communities. His marketing projects garnered many State and National awards in the music and broadcasting industries.

Steve was the City of Sparta Economic Development & Tourism Director and his marketing abilities led to recruiting businesses in the new East Side Business Park and a 17% increase in room tax revenue for tourism without a room tax % increase in just 1 year.

Steve was the Marketing Coordinator for Discover Wisconsin in which he secured 16 new TV episodes each year and helped market the company in its early years with their first web site and event sponsorships.

Steve started his own business – Top Dog Marketing – where he designs web sites and develops marketing strategies for small businesses and non-profits. He's currently contracted as the Monroe County Economic Development & Tourism Coordinator. He created the annual BIKE ME Fun Ride on the Elroy-Sparta Bike Trail and will debut a new festival – VINO FEST in Tomah later this year. Steve also serves on many area Boards & Committees, state-wide and regionally.