

**City of La Crosse Arts Board****3. Community Impact Grants**

Hall, Gregg  
 2516 s. 15th st.  
 La Crosse, WI 54601, US  
 6083974636  
 deecemusicgregg@gmail.com

Submitted: Oct 21 2025 10:35AM

**Section 1 (CIG) - Contact & Project Information****1. Name(s)/Organization**

Cheech's Deecefest

**2. Mailing address**

2516 s. 15th st. LA Crosse WI 54601

**3. Email address**

deecemusicgregg@gmail.com

**4. Phone number**

(608) 397-4636

**5. Website (optional)**

<https://gregghallmusic.com/cheechs-deecefest/>

**6. Biography**

Cheech's Deecefest is a music festival here in La Crosse WI at Bluebird Campground. Cheech's Deecefest is dedicated to the musicians and artists of the midwest (most of which from right here in LA Crosse County). 2026

will be our 7th year and we are growing each year. We have had overwhelming support for our community for the last few years and its a family friendly 3 day music fest with many local artists and vendors.

#### 7. 1-2 Page Resume or CV



#### 8. Project Title

Cheech's Deecefest

#### 9. Brief Project Description

Cheech's Deecefest is a 3 day family friendly music festival at Bluebird Campground. We feature the best musicians and artists of La Crosse County and the surrounding area. We offer a family friendly music festival experience for an affordable price right in our back yard.

#### 10. Project Start and End Dates

The last full weekend in July every year. The dates in 2026 will be July 23-25.

#### 11. Requested Funding Amount

7000

#### 12. List of Participants

Gregg Hall being the the main owner and organizer. Bluebird Campground and crew host the festival. Gregg leads a large group of volunteers and musicians that change every year. We also get many local sponsors as well every year.

#### 13. Conflicts of Interest

No contracts.

#### 14. Previous Funded Projects

no

#### 15. Are you a non-profit that is registered in the City of La Crosse?

No

**16. Federal Tax-Exempt Status****17. Letters of Support****Section 2 (CIG) - Project Description****1. Project Location**

Bluebird Campground

**2. Project Description**

A three day family friendly music festival at an affordable price. We feature the best musicians of the midwest and beyond. We are going on our 7th year and every year gets better and better. Each year we have 2 stages and over 20 different acts. We are a mutli-genre festival. We also have many local vendors on site selling their art and local products. We have so many different kinds of music and our vibe is so peaceful and calming. Our local sponsors have made it possible to keep the ticket price low which brings in out of state fans that increase our local tourism.

**3. Project Execution & Timeline**

Our festival is held every year the last full weekend of July. We have already started getting the lineup ready and working on improvements already.

**4. Required Materials**

The biggest thing we could use is a bigger midwest headliner. With your help this could be possible. We are going on our 7th year and we are very organized and our crew shares a common goal to make this festival a success every year.

**5. Durability & Maintenance Plan**

Our current plan is already working and it could work even better with your help. The community of La Crosse has really shown they support Cheech's Deecefest and every year gets a little better.. My crew and I will continue to bring this festival every year no matter what. We do this for our community and to show off the many many talented artists and musicians the driftless region has to offer and make a safe family friendly experience.

**6. Plans for Removal**

My crew and I are out the day after every year.

## 7. Target Audience

We offer two stages with music going all day. The Thursday night show starts around 5pm and Friday and Saturday the music goes from 10am-1230am. The vendors are open at the same time as the music. Bluebird offers a full bar and full food menu.

## 8. Under-Served Audience (optional)

The campground offers many fun options for kids too. They have a newly installed playground area, a beach, and a giant pool. They even built a 40 by 40 foot new pavilion to protect from rain and sun.

## 9. Artistic Goals

The grant will help us bring in a bigger headliner that will bring even more people. It will also help us promote La Crosse through many out sourced marketing options. We will be able to promote the festival to more out of town targeted audiences. Our goals is to bring light and awareness to the musicians and artists of La Crosse and the driftless area.

## Media



### "Cheech's Deeecefest 2025"

Materials/Media:

Size:



### "deeecefestlgog"



### "385416745\_10162535483137573\_7490499597292205239\_n"



"Deecefest\_Poster\_2023"



"deecefest20244"



"deecefest 20222"



"new deece"



## "Deecefest\_Poster"

Materials/Media:  
Size:



**"Deecefest\_Poster\_2024\_V8"**

## Attachments

## Project Budget

- 2008-2009 Staff Budget
- Goals
- Strategic Initiatives
- HR Management
- Learning
- Safety
- Workplaces
- Ethics
- Green Building
- Public Awareness
- Health and Physical Programs
- Community Outreach
- Research
- Staff
- Program
- Services

12.3 KB

Provided by Applicant





**Cheech's**  
**DEECE FEST**  
 2025  
 a Deece Production  
 music • fun • family

**FAMILY MUSIC FESTIVAL**  
**JULY 24-26 • LA CROSSE, WI**  
**BLUEBIRD CAMPGROUND**

GREGG HALL AND THE WRECKING BALL • SMOKIN' BANDITS  
 JAVIER TREJO y CABALLO C'OSMICO • PISTOL WHIPPIN' PARTY PENGUINS  
 AMANDA GRACE • IRONSTILL • JOE AND VICKI PRICE • LUKE CALLEN  
 WISE JENNINGS • TUGG • DELLWOOD • KNEE HIGH JULY  
 ALEXANDRA GREEN • TOASTER GHOST • THE LAVENDER PROJECT  
 LA CROSSE CONFLUENCE • DEREK RAMNARACE • MAYFIELD EXPERIENCE  
 KIT MAYER & THE PACK • ALLISON SKY • ANNIE FRAIZER & DEMITRIOS RALLIS  
 FAYME ROCHELLE • DON HARVEY DUO • RYAN HANIFL & SAMMY ALLEN  
 THE LUKE & CHEECH SHOW • UNDER PARIS SKIES • SHAWN SULLIVAN  
 TRIPP EVENSON • HAPPY TRUCKER AS MC

**THURSDAY** TUGG • THE LA CROSSE CONFLUENCE • THE LAVENDER PROJECT  
**"LOCAL NIGHT"** IRONSTILL • THE LUKE AND CHEECH SHOW

**TICKETS ON SALE!** THURSDAY LOCAL NIGHT **\$25** WEEKEND PASS **\$75** **DAY PASS \$40**

gregghallmusic.com, Instrument Repair of La Crosse, Tree Hugger's Co-op, Deaf Ear Records, Cannabiz Depot









"Cheech's Deecefest 2025"



"deecfestlgog"





"385416745\_10162535483137573\_7490499597292205239\_n"



**CHEECH'S DEECE FEST 2023**  
a Deece Production  
music.fun.family  
BROUGHT TO YOU BY G.E.C.U.

**CHEECH'S DEECE FEST FAMILY MUSIC FESTIVAL**

**JULY 28-30 • LA CROSSE, WI**

**BLUEBIRD CAMPGROUND**

WHITE IRON BAND • SMOKIN BANDITS • SHOELESS REVOLUTION  
GREGG HALL AND THE WRECKING BALL • DEECE IS DEAD  
JOE AND VICKI PRICE • TOMMY BENTZ BAND  
FEEDING LEROY • KNEE HIGH JULY • T.U.G.G. • PORCUPINE  
DAVE ROGERS BLUES BAND • MAYFIELD EXPERIENCE  
LUKE AND CHEECH • RAGTIME MILLIONAIRES • MATT MONSOOR  
BRIAN BEARD • MR. BLINK UNPLUGGED • DELLWOOD  
KIT MAYER AND JEFF SHERIN • RYAN HANIFL AND SAMMY ALLEN  
MATT BECKER • BILLY AND AMY HEMBD • PAULIE  
TABASCO CAT • ADAM PALM SUNDAY

**SHAWN SULLIVAN THE HAPPY TRUCKER RETURNS AS THE EMCEE**

**TICKETS ON SALE! \$60 | DAY PASS \$35**  
WEEKEND PASS

[gregghallmusic.com](http://gregghallmusic.com), Instrument Repair of La Crosse, Tree Hugger's Co-op, and Deaf Ear Records.com

HANCOCK & ROBINSON  
CERTIFIED PUBLIC ACCOUNTANTS

LA CROSSE LOCAL  
Arts & Food by river travel

explore  
LA CROSSE  
.com

G.E.C.U.  
The Friendly Crosse Union

Tree Hugger's Co-op

DAHL  
AUTOMOTIVE  
— 1911 —

"Deecefest\_Poster\_2023"





**GREGG HALL AND THE WRECKING BALL | PEOPLE  
BROTHERS BAND | SMOKIN' BANDITS | TUGG  
JAVIER TREJO | MAYGEN AND THE BIRDWATCHER  
HOWARD "GUITAR" LUETDKE AND BLUE MAX  
HIGH AND RISING | NORM'S HEADACHE  
FLIBBERTIJIBBET | JOE AND VICKI PRICE | MATT  
MAHLUM BAND | THE BUS BOYS | DELLWOOD  
BRIAN BEARD | THE LUKE AND CHEECH SHOW  
MORE COMING SOON!**



**JULY 26-28, 2024**

**BUY TICKETS!**

**GREGGHALLMUSIC.COM**

**G.E.C.U.**  
The Friendly Credit Union



**Dave's**  
GUITAR SHOP

**river**  
travel  
media

"deecfest20244"



**FRIDAY, JULY 29 - SUNDAY, JULY 31**

**Family Music Festival**

**BLUEBIRD CAMPGROUND**

(N2833 SMITH VALLEY RD LACROSSE, WI)

## **THE CRUSH BROTHERS**

(FEAT HEATBOX, MARK JOSEPH, REED GRIMM, AND ALEX STEELE)

GREGG HALL AND THE WRECKING BALL • WHITE IRON BAND

T.U.G.G. • HIGH AND RISING • JOE AND VICKI PRICE

HOWARD "GUITAR" LUEDTKE AND BLUE MAX • MR. BLINK

THE IRON BANDITS (FEAT. MEMBERS OF WIB AND SMOKIN' BANDITS)

THE LAKE EFFECT • MATT MONSOOR • WRST • FLIBBERTIJIBBET

KNEE HIGH JULY • MASON MEYER & THE STOLEN THUNDER BAND

KYLE RENFRO TRIO • BRIAN BEARD • SHAY AND BRI CODY • MATT MAHLUM

MAYBE BECKER • ABBY LANE • THE LUKE AND CHEECH SHOW

SHAWN SULLIVAN "THE HAPPY TRUCKER" AS EMCEE

## **TICKETS**

**\$50 WEEKEND PASSES // \$30 DAY PASSES (AT THE GATE ONLY LIMITED SUPPLY)**

**\* LODGING NOT INCLUDED\***

LODGING OPTIONS AVAILABLE AT [BLUEBIRDCAMPGROUND.COM](http://BLUEBIRDCAMPGROUND.COM)

TICKETS AVAILABLE AT BLUEBIRD CAMPGROUND, INSTRUMENT REPAIR OF LA CROSSE, DEAF  
EAR RECORDS, TREE HUGGER'S COOP (NORTH AND SOUTH)  
AND ONLINE AT [DEECEPRODUCTIONS.COM](http://DEECEPRODUCTIONS.COM)

"deecfest 2022"





# CHEECH'S DEECEFEST FAMILY MUSIC FESTIVAL

**FRIDAY, JULY 30- SATURDAY, JULY 31**

## CREEKSID GRILL AND PUB

W5450 KEIL COULEE RD • LA CROSSE, WISCONSIN

**THE BIG WU • THE WHITE IRON BAND  
GREGG HALL AND THE WRECKING BALL**

**PAULIE • TUGG • MATT PUDAS BAND**

**FLIBBERTIJIBBET • MATT MAHLUM • JOE AND VICKI PRICE SHAY**

**AND BRI CODY • OUTLAND • MR. BLINK • BRIAN BEARD**

**SHAWN SULLIVAN • MORE TBA**

### TICKETS

AVAILABLE AT [DEECEPRODUCTIONS.COM](http://DEECEPRODUCTIONS.COM)

**EARLY BIRD \$40 WEEKEND PASSES NOW THRU MARCH 2021!**

"new deece"



# CHEECH'S DEECEFEST FAMILY MUSIC FESTIVAL

FRIDAY, JULY 26 - SUNDAY, JULY 28

## CREEKSIDE GRILL AND PUB & BLUEBIRD CAMPGROUND

TICKETS AVAILABLE AT GARDEN OF EATIN, TREE HUGGERS COOP, 4 SISTERS,  
INSTRUMENT REPAIR OF LA CROSSE, CREEKSIDE PUB, AND DEAF EAR RECORDS

OR ONLINE AT [DEECEPRODUCTIONS.COM/DEECEFEST](http://DEECEPRODUCTIONS.COM/DEECEFEST)  
ADMISSION FREE FOR CHILDREN 10 AND UNDER

GREGG HALL & THE WRECKING BALL (2 SETS - FT. JOHN PRINE TRIBUTE) • MITGEE EVERS •  
CRUSH BROTHERS (FT. REED GRIMM, HEATBOX, ALEX STEELE, & MARK JOSEPH) •  
MARK JOSEPH & THE AMERICAN SOUL DOES PAUL SIMON'S GRACELAND • TOMMY BENTZ BAND •  
DP'S ALLMAN BROTHERS BAND TRIBUTE • LASER WOLF • RYAN C. HOWE • FLIBBERTIJIBBET •  
MR. BLINK • THE LUKE & CHEECH SHOW • HANDSOME ANIMALS • SIDE PORK • THE SPACE HEATERS •  
JOE CODY • THE 3 DADS • GARDEN OF EATIN FAMILY BAND DOES NEIL YOUNG'S ZUMA •  
GRATEFUL KIDS • DAN THE MAGIC MAN • PINCH HITTERS • BRI & THE BOYS • SCOTT WILCOX •  
CHEEBA • KALEB HARRIS • ACTUAL SIZE • THE DAN & BRAD SHOW • SUPERDEECE • JOHN CAUCUTT

FULL SCHEDULE AVAILABLE ONLINE AT [DEECEPRODUCTIONS.COM/DEECEFEST](http://DEECEPRODUCTIONS.COM/DEECEFEST)

"Deecefest\_Poster"





**Cheech's**  
**DEECE FEST**  
 2024  
 a Deece Production  
 music • fun • family

**FAMILY MUSIC FESTIVAL**

**JULY 26-28 • LA CROSSE, WI**

**BLUEBIRD CAMPGROUND**

**PEOPLE BROTHERS BAND • SMOKIN BANDITS**  
**GREGG HALL AND THE WRECKING BALL • TUGG**  
**JAVIER TREJO • MAYGEN AND THE BIRDWATCHER**  
**HOWARD "GUITAR" LUEDTKE AND BLUE MAX • HIGH AND RISING**  
**ALEXANDRA GREEN AND KALE • NORM'S HEADACHE • FLIBBERTIJIBBET**  
**JOE AND VICKI PRICE • MATT MAHLUM BAND • IRENE KEENAN JR**  
**THE BUS BOYS • DELLWOOD • BRIAN BEARD • MATT MONSOOR**  
**THE LUKE AND CHEECH SHOW • MAX HARTE • HANNAH RAE**  
**MADDIE HERLITZKA AND KENNY MACH • MAYBE BECKER**  
**UNICYCLE MICHAEL • LUKE HENDRICKSON**  
**SHAY AND BRIANNA CODY • NICK FOYTIK**  
**SHAWN SULLIVAN THE HAPPY TRUCKER RETURNS AS THE EMCEE**

**TICKETS ON SALE!** WEEKEND PASS **\$60** THROUGH APRIL 30<sup>TH</sup> **\$65** STARTING MAY 1<sup>ST</sup> **DAY PASS \$40**

gregghallmusic.com, Instrument Repair of La Crosse, Tree Hugger's Co-op, and Deaf Ear Records.com

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**rtb** & associates  
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**river** travel media  
**HAPPY HONEYMOON**  
**BJORN** NATURALS

"Deecefest\_Poster\_2024\_V8"