

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

Hall, Gregg
2516 s. 15th st.
La Crosse, WI 54601, US
6083974636
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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 Deceefest 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 Decefest 2025"

Materials/Media:

Size:



"deecefestlgog"



"385416745_10162535483137573_7490499597292205239_n"



"Deecefest_Poster_2023"



"deecefest20244"



"deecefest 2022"



"new deece"



"Deecefest_Poster"

Materials/Media:

Size:



"Deecefest_Poster_2024_V8"

Attachments

Project Budget

12.3 KB

Provided by Applicant





Cheech's
DEECEFEST
20 25
FEST
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 & Demitrious 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
"LOCAL NIGHT" **Tugg • The La Crosse Confluence • The Lavender Project**
IRONSTILL • THE LUKE AND CHEECH SHOW

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

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

HANCOCK & ROBINSON
CERTIFIED PUBLIC ACCOUNTANTS

HAPPY PRODUCTIONS


rtb & associates
Local People. Local

H3P HURRY BACK PRODUCTIONS

GECU
The Friendly Credit Union

RT Media

Tree Hugger's Co-op


"Cheech's Deecefest 2025"



"deecefestlgog"



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Cheech's
DEECEFEST
2023
A Deece Production
music.fun.family
BROUGHT TO YOU BY G.E.C.U.

CHEECH'S DEECEFEST 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 \$60 | DAY PASS \$35
WEEKEND PASS

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

explore
LA CROSSE
by river travel

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

Tree
Hugger's Coop

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



"deecefest20244"



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
TICKETS AVAILABLE AT BLUEBIRD CAMPGROUND, INSTRUMENT REPAIR OF LA CROSSE, DEAF
EAR RECORDS, TREE HUGGER'S COOP (NORTH AND SOUTH)
AND ONLINE AT DEECEPRODUCTONS.COM

"deecefest 20222"



CHEECH'S DEECEFEST FAMILY MUSIC FESTIVAL

FRIDAY, JULY 30- SATURDAY, JULY 31

CREEKSIDE 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

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

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

"Deecefest_Poster"



Cheech's
DEECE FEST
20 24
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 HARTER • 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 OR SALE! \$60 | \$65
WEEKEND PASS
THROUGH APRIL 30TH | STARTING MAY 1ST

DAY PASS \$40

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

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river travel media

BJORN NATURALS

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