

SCAN TO DISCOVER
MORE IN EAU CLAIRE, WI



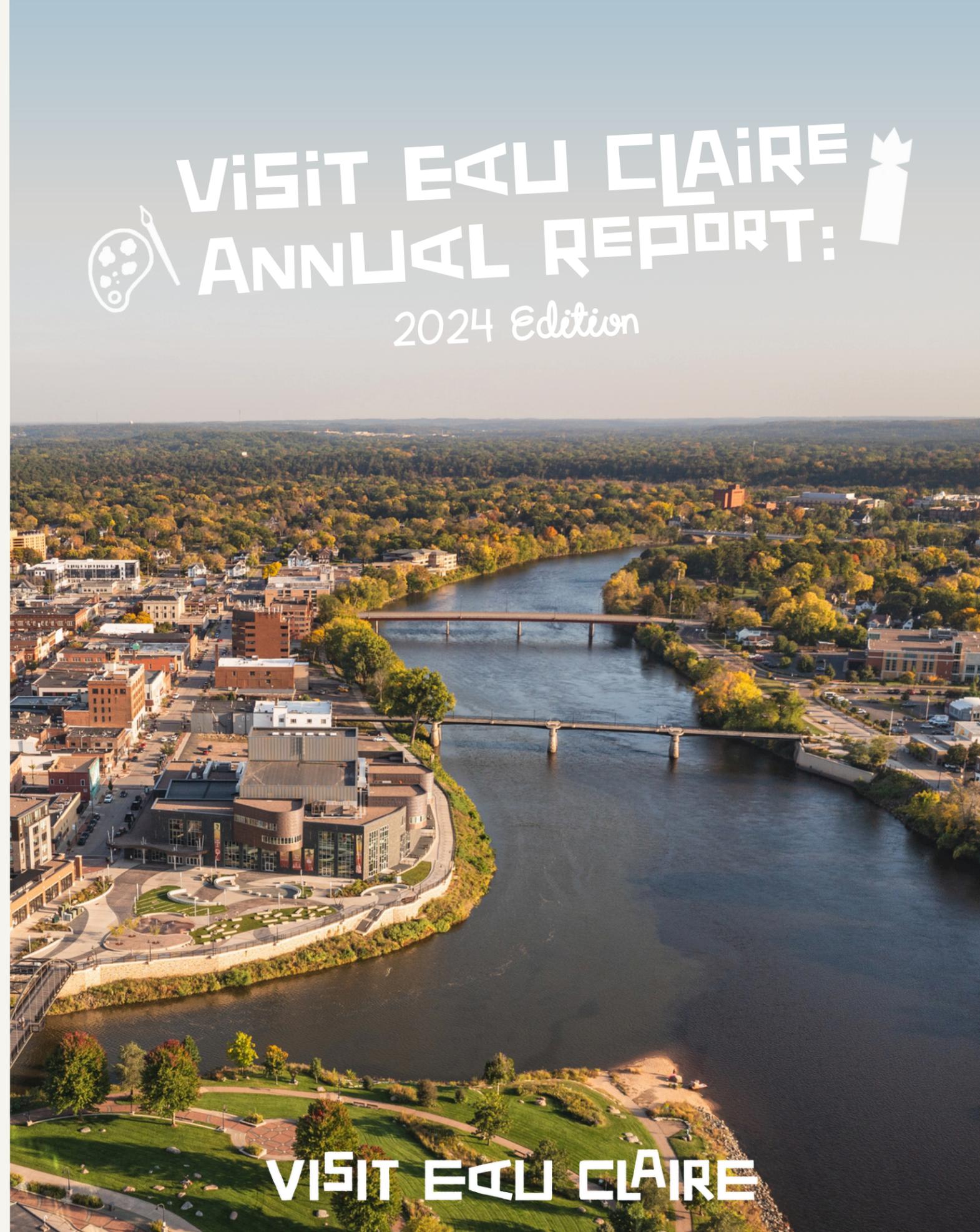
Oh, IT'S
HAPPENING

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VISIT EAU CLAIRE ANNUAL REPORT: 2024 Edition



VISIT EAU CLAIRE

Dear City of Eau Claire & Community Partners,

Our community's passion, creativity, and welcoming spirit make the Eau Claire area a destination people want to explore—and 2024 was no exception. Visitors often arrive curious and leave pleasantly surprised, many falling in love with our city. These visits sometimes turn into longer stays, with people choosing to move, work, and invest in our community.

Tourism continues to be a vital engine for the Eau Claire area's economy. In 2024, visitors to Eau Claire County generated a record breaking \$461 million in total economic impact. This growth supported over 3,900 jobs and contributed \$31 million in state and local tax revenue, underscoring the strength of our local tourism industry.

Building on this momentum, our community welcomed several exciting new additions in 2024 that promise to attract even more visitors. The Sonnentag Center opened as a state-of-the-art multipurpose arena, ready to host sporting events, concerts, and gatherings that will boost tourism for years to come. Along the beautiful Chippewa River riverfront, downtown's Phoenix Taproom—the largest self pour taproom in the Midwest—became a lively hub for locals and travelers alike. Just outside the city, the Pondview Lavender Farm opened its four acres of organically grown lavender fields, featuring u-pick opportunities, seasonal events, and a charming gift shop that has quickly become a regional favorite.

Complementing these exciting developments, the Visit Eau Claire team has worked with creativity and passion to showcase our city to the world. Our strategic marketing campaigns inspired travelers, with VisitEauClaire.com welcoming a record 1.3 million users. National media also took notice, featuring Eau Claire in outlets like *AARP Travel*, *Midwest Living*, and *Thrillist* through targeted PR efforts and media FAM tours.

We are also proud to maintain our position as home to the number one largest rotating sculpture tour in the nation, with over 120 sculptures enriching the region. Our team continues to fully operate the tour by securing sponsorships, fostering partnerships with sculptors, and leading the marketing campaigns that bring this beloved event to life.

In addition, our partnerships have helped advance outdoor recreation through the regional outdoor planning group, securing Rural Partners Network funding to develop a regional outdoor recreation plan that will launch in 2025.

It is my honor to present Visit Eau Claire's 2024 Annual Report. The real story is in the experiences, connections, and memories being made here every day. Thank you for being a vital part of Eau Claire's journey and for helping us share our story with the world.

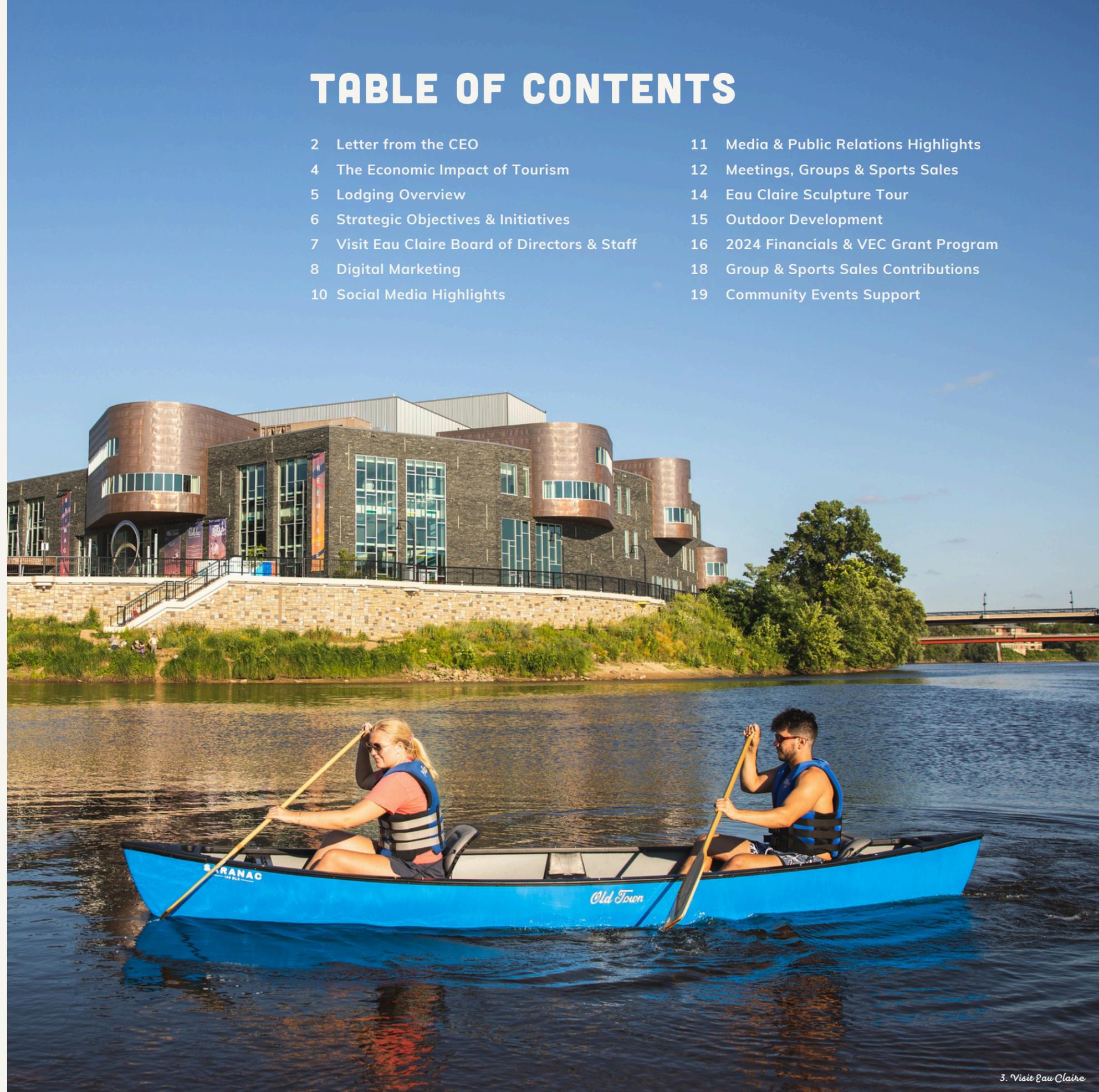


Kenzi Havlicek

Kenzi Havlicek
Visit Eau Claire
Executive Director

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THE ECONOMIC IMPACT OF TOURISM

Tourism is more than a leisure activity—it's an economic engine, a community connector, and a catalyst for growth in Eau Claire. Each visit fuels our local economy, from hotel stays and dining out to shopping small and attending niche events. These moments of exploration generate real returns: supporting local jobs, expanding small businesses, generating tax revenue, and enhancing the quality of life for our residents. As Eau Claire continues to evolve as a destination, tourism stands at the intersection of place-making, prosperity, and purpose—driving progress that benefits everyone who calls this community home.

EACH RESIDENT IN EAU CLAIRE COUNTY WOULD NEED TO SPEND \$4,772 PER YEAR TO REPLACE THE ECONOMIC IMPACT GENERATED BY TOURISM.

In 2024, visitors generated **\$286 MILLION** in direct visitor spending in Eau Claire County.

In 2024, Eau Claire County sustained **3,905** part-time & full-time jobs for the local tourism industry.

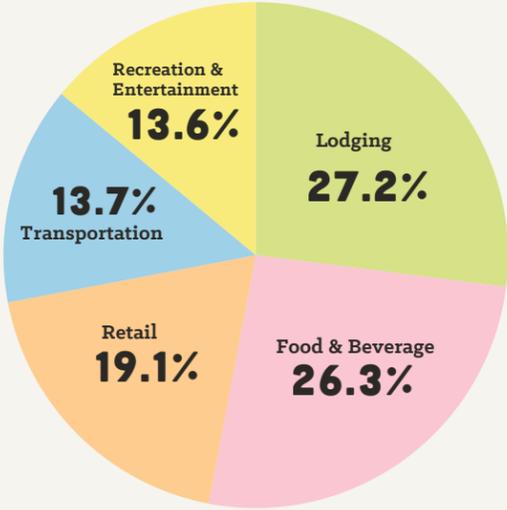
In 2024, travel spending in Eau Claire County generated a total impact of **\$31 MILLION** in local and state government revenue.

In 2024, tourism spending generated **\$134.4 MILLION** in wages and salaries in Eau Claire County.

In 2024, visitors generated **\$461 MILLION** in total economic impact for Eau Claire County.

HOW THE VISITOR DOLLAR IS SHARED IN THE STATE OF WISCONSIN

- Lodging** (~\$4.4 Billion)
- Food & Beverages** (~\$4.3 Billion)
- Retail** (~\$3.1 Billion)
- Transportation** (~\$2.2 Billion)
- Recreation & Entertainment** (~\$2.2 Billion)



*Sources: WI Department of Tourism, Wisconsin Department of Revenue, Longwoods International, Bureau of Economic Analysis and Bureau of Labor Statistics, STR lodging performance data, Tourism Economics, US Census

2024 LODGING OVERVIEW

Eau Claire's lodging sector remained steady in 2024, with year-to-date occupancy ending at 57.08%, a slight 1.4% decrease from 2023's 57.89%. Despite the minor dip in occupancy, the market saw growth in rate performance, with the Average Daily Rate (ADR) rising 1.6% to \$110.41, up from \$108.65 the previous year. This increase in pricing power contributed to a marginal 0.2% gain in Revenue Per Available Room (RevPAR), which closed the year at \$63.02.

These results reflect a balanced performance, with steady demand supported by strong pricing strategies. The modest growth in RevPAR despite softer occupancy suggests that local hoteliers effectively managed rates to sustain revenue levels, positioning Eau Claire's lodging industry for continued stability in the coming year.

Note: These figures are sourced from STR and do not include short-term rentals in Eau Claire. Additionally, not all local hotels report to STR, so actual market performance may vary slightly from these reported numbers.

AGGREGATED HOTEL PERFORMANCE

Period: January-December 2024 (compared to same period in 2023)

Metric	2024 Value	2023 Value	Change
OCCUPANCY	57.1%	57.89%	-1.4%
ADR	\$110.41	\$108.65	+1.6%
REVPAR	\$63.02	\$62.50	+0.2%
SUPPLY	781,718	794,000	-1.1%
DEMAND	446,192	459,000	-2.5%
REVENUE	49.26 MIL	50.00 MIL	-0.9%



HOW ROOM TAX IS DISTRIBUTED

LODGING

- Paid Overnight Guest
- Lodging property remits room tax to municipality.

MUNICIPALITY

- Can keep up to 30% with a minimum of 70% going to a tourism entity or tourism commission.
- When sent to a commission, the commission is required to contract with a tourism entity.

TOURISM

- Tourism entity oversees expenditure of all \$\$ on "tourism promotion and tourism development" per statutory definition.
- Attracts and generates paid overnight stays.





VISIT EAU CLAIRE'S STRATEGIC OBJECTIVES & INITIATIVES

The following is an overview of Visit Eau Claire's strategic objectives, designed to guide our efforts and promote tourism, community engagement, and destination development.



MARKETING

Goal: Produce high-quality, effective marketing and advertising to drive tourism and promote the community.

- Implement diverse digital marketing and public relations strategies.
- Focus on innovative, cost-effective campaigns with a strong return on investment (ROI).
- Prioritize a partner-first marketing approach to highlight local amenities and attractions.
- Develop a comprehensive internal marketing plan.

PARTNERSHIP

Goal: Help our partners succeed in their operations and marketing through consultation, education & advocacy.

- Provide one-on-one support to partners for event and operational needs.
- Offer resources and consultation on best practices for marketing and business success.
- Work to develop the local workforce and expand grant program funding.
- Cultivate and expand partnerships on a regional and city level.

PUBLIC RELATIONS

Goal: Foster creativity & collaboration within the community and present it in an optimistic light.

- Work collaboratively with partners to find positive solutions to community issues.
- Maintain an open-door policy for communication and collaboration.
- Promote the community to various audiences, including businesses, tourists, and residents.
- Engage in public relations through various methods, such as hosting journalists and participating in industry events.

DEVELOPMENT

Goal: Develop new & existing amenities and attractions to benefit both tourism & the community.

- Participate in community conversations about tourism, diversity, and business development.
- Collaborate with municipalities and other partners to support new projects and public art installations.
- Secure funding to incentivize projects that contribute to the community's growth.
- Focus on various development projects, including public art, recreational amenities, and large-scale initiatives.

2024 VISIT EAU CLAIRE BOARD OF DIRECTORS

PAST CHAIR OF THE BOARD

Becky Squires
Larson Properties

PAST CHAIR OF THE BOARD

Kathy Wright
Eau Claire Event District

REGIONAL BOARD APPOINTED

Jennifer Meyer
Town of Union - Regional

REGIONAL BOARD APPOINTED

Mary Rudd
Town of Wheaton - Regional

LODGING INDUSTRY

Cathy Leibke
City of Altoona - Staybridge Suites

LODGING INDUSTRY

Bruce Misna
Town of Wheaton - Sleep Inn & Suites

AT LARGE

Kitzie Winters
City of Eau Claire

EX-OFFICIO

Luke Hanson
Eau Claire Area Economic Development Corporation

FIRST VICE CHAIR OF THE BOARD

Jason Jon Anderson
WIVA - Wisconsin Independent Venue Association

SECRETARY OF THE BOARD

Charity Zich
Chippewa Valley Regional Airport

REGIONAL BOARD APPOINTED

James Cialdini
City of Osseo - Regional

REGIONAL BOARD APPOINTED

Larry Mboga
City of Eau Claire - City Council

LODGING INDUSTRY

Nick Meyer
City of Eau Claire - Oxbow Hotel & Volume One

AT LARGE

Jacob Wrasse
University of Wisconsin - Eau Claire

AT LARGE

Julia Diggins
University of Wisconsin - Eau Claire Foundation

EX-OFFICIO

Scott Rogers
Eau Claire Area Chamber of Commerce

SECOND VICE CHAIR OF THE BOARD

Nick White
Chippewa Valley Tours

TREASURER OF THE BOARD

Mike Golat
City of Altoona - Regional

REGIONAL BOARD APPOINTED

Dean Kallenbach
Town of Union Parks Commission

REGIONAL BOARD APPOINTED

Charlie Johnson
City of Eau Claire - City Council

LODGING INDUSTRY

Tia Anderson
City of Osseo - Stoney Creek RV Resort

AT LARGE

Amy Peterson-Foss
YMCA of the Chippewa Valley

EX-OFFICIO

Aaron White
City of Eau Claire Economic Development

VISIT EAU CLAIRE EXTENDS OUR SINCERE APPRECIATION TO OUR BOARD OF DIRECTORS FOR THEIR CONTINUED LEADERSHIP, GUIDANCE, AND DEDICATION TO VISIT EAU CLAIRE'S MISSION.

THE VISIT EAU CLAIRE TEAM

EXECUTIVE DIRECTOR

Kenzi Havlicek

DIRECTOR OF OPERATIONS

Jill Sadorf

DIRECTOR OF SALES

Dana Crosson

DIRECTOR OF MARKETING

Demi Mulry

MARKETING MANAGER

Afton Moline

SOCIAL MEDIA MANAGER

Abby Oscarson

SENIOR PUBLIC RELATIONS MANAGER

Luke Alexopolous

SPORTS RELATIONSHIP MANAGER

Lucas Connolly

PUBLIC ARTS & EVENTS SUPPORT MANAGER

Julie Pangallo

OUTDOOR DEVELOPMENT MANAGER

Kennedy Domerchie



2024 DIGITAL MARKETING MOMENTUM

In 2024, Visit Eau Claire achieved notable digital marketing successes, recording a **1.54% increase** in web traffic to VisitEauClaire.com from January through December compared to the same period in 2023 — **despite a 37% decrease in the advertising budget**. This growth was driven by a strategic shift to bring paid media management in-house. Managing campaigns internally provided greater control over creative direction and messaging, ensuring every advertising dollar was optimized to support organizational goals.

Advertising efforts in 2024 focused primarily on **Facebook, Google Search, and Google Performance Max campaigns**. Top-performing initiatives included **Reverb, River Prairie's Ginormous Pumpkin Festival, and Eau Claire's Jazz Festival**, largely in part of the JEM (Joint Effort Marketing) grants received from Travel Wisconsin. As part of its commitment to promoting outdoor recreation, Visit Eau Claire launched the **"Geau Outside"** mobile passport, offering free access to local parks and attractions. From May through November, the program generated over **1,500 check-ins across more than 1,000 active passes**. Popular destinations included **Phoenix Park, Eau Claire Outdoors, The Local Store, Carson Park, and River Prairie**.

These results underscore the strength of Visit Eau Claire's strategic approach to digital marketing, even in the face of a leaner budget. By leveraging targeted, high-performing ad platforms and focusing on unique, experience-driven campaigns, Visit Eau Claire not only sustained but grew its online reach — positioning the destination for continued momentum in 2025 and beyond.



2024 TOP VISITED WEBPAGES

1. Reverb Music Festival | Annual Events
2. Events Calendar | Visit Eau Claire
3. Things to Do | Visit Eau Claire
4. River Prairie Ginormous Pumpkin Festival | Annual Events
5. Visit Eau Claire | Home
6. Eau Claire Jazz Festival | Annual Events
7. Rock Fest | Annual Events
8. Osseo Day Trip | Day Trips Near Eau Claire
9. Eau Claire Sculpture Tour | Free Public Art
10. Eau Claire Restaurants | Dining, Drinks & More

1.3 MILLION USERS

A user is a person who visits our website. A single user might visit multiple times or view several pages, but they are still counted as one user unless they clear their cookies or use a different device/browser.

200,000+ PARTNER REFERRALS

A partner referral is when a user comes to our website and clicks off to another business's website (i.e. The Oxbow Hotel).

01:59 AVG. SESSION DURATION

Average session duration is the average amount of time users spend on our website during a single visit.

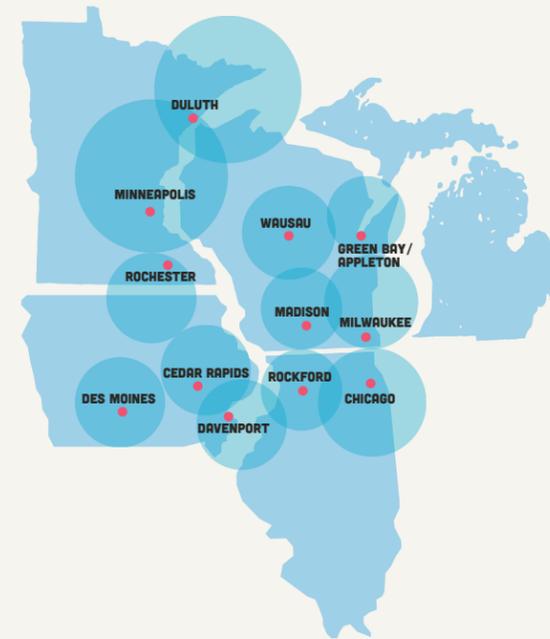
OUR GEOGRAPHICAL TARGET MARKETS

OUT-OF-STATE

- Minneapolis, MN
- Duluth, MN
- Rochester, MN
- Chicago, IL
- Rockford, IL
- Cedar Rapids, IA
- Davenport, IA
- Des Moines, IA

IN-STATE

- Milwaukee, WI
- Madison, WI
- Wausau, WI
- Green Bay, WI



DIGITAL ADVERTISING CREATIVE SAMPLES

The collage features several digital advertising samples:

- A Facebook post for the Jazz Crawl event with a 'Save the Date' poster for April 19-20, 2024.
- A sponsored Facebook ad for the Eau Claire Events Calendar.
- A sponsored Facebook ad for the 2024 Ginormous Pumpkin Fest.
- A sponsored Facebook ad for the Eau Claire Jazz Festival.
- A sponsored Facebook ad for the Eau Claire Sculpture Tour.
- A 'Geau Outside!' logo featuring a map of Eau Claire and the text 'IN EAU CLAIRE, WI'.
- A sponsored Facebook ad for the Eau Claire Jazz Crawl with a photo of a band performing.



FROM REELS TO REAL IMPACT: 2024 SOCIAL MEDIA HIGHLIGHTS

**VISIT EAU CLAIRE PRODUCED 49,984,458
TOTAL SOCIAL MEDIA IMPRESSIONS IN 2024.**

FACEBOOK	INSTAGRAM	TIKTOK	LINKEDIN
47,251,186 Impressions	100,650 Engagements	41,067 Engagements	113,877 Impressions
1,933,169 Engagements	25,047 Followers	11,269 Followers	19,148 Engagements



TOP POSTS OF 2024

Visit Eau Claire's top **Facebook post** of the year showcased the opening of Mr. Kitty's Cat Cafe & Boutique. It generated **500+ reactions, 100+ comments, and 100+ shares.**

The top-performing **Instagram post** in 2024 was a collaborative **giveaway** in partnership with **Hello Adorn**. This campaign generated nearly **7,000 interactions** and contributed to an increase of over **800 new followers.**

The top **TikTok** of 2024 was a highlight of **River Prairie's "Scary Prairie"** event. This post reached over **100,000 people** and garnered nearly **6,000 engagements.**

Our top post on **LinkedIn** in 2024 was the celebration of the **ribbon cutting of The Sonnentag**. It generated over **130 reactions** and all comments expressed what a great addition this space will be for our community and local economy.



TELLING EAU CLAIRE'S STORY: MEDIA & PR HIGHLIGHTS FROM 2024

Visit Eau Claire secured exceptional national media coverage in 2024 through proactive public relations efforts—including curated media trips, targeted pitching, and timely press releases—solidifying the region's status as a premier travel destination in the Midwest. Coverage highlights included a three-page feature in Midwest Living by Katy Spratte Joyce, a fall-focused piece in the Star Tribune titled "Art, Dogs and Dinner on the Farm Create Fall Fun in Eau Claire," and inclusion in AARP Travel's "6 Apple Orchards to Visit this Fall." These placements captured Eau Claire's diverse offerings and seasonal charm, expanding its visibility among travelers.

Visit Eau Claire's media strategy continues to center on authentic storytelling and strong media relationships—showcasing the region's many strengths, including its appeal as a family-friendly destination, thriving arts scene, abundant outdoor recreation, and rich lineup of seasonal events. By highlighting these unique offerings, we aim to make Eau Claire a top choice for travelers exploring the Midwest.



TOP MEDIA MENTIONS

- Eau Claire Guide**
Publication: Uproxx Magazine
- Memorial Day Getaways**
Publication: Knead to Roam Blog
- Spring Travel Guide Edition**
Publication: Midwest Living
- The Story Behind Eau Claire's Trash Mural**
Publication: Up North News
- Kubb Capital of North America**
Publication: Up North News
- Best Small Cities in America**
Publication: Thrillist
- Pizza Farms You'll Want to Visit This Summer**
Publication: Star Tribune
- 15 Things You Should Check Out In The Midwest This Month**
Publication: Midwest Living
- Eau Claire's Phoenix Taproom, with 72 Taps, is Largest Self-Pour in Midwest**
Publication: Milwaukee Journal Sentinel
- Art, Dogs and Dinner on the Farm Create Fall Fun in Eau Claire**
Publication: Star Tribune
- Wisconsin Apple Orchard Offers Wheelchair Accessible Apple-Picking Deck**
Publication: Emerging Horizons
- Discovering the Best Fall Foliage in the US**
Publication: Yahoo News
- 6 Orchards to Visit This Fall**
Publication: AARP Travel
- WI State Parks Worth Visiting**
Publication: Midwest Living
- 8 Best Beer Cheese Soups in WI**
Publication: Up North News

DRIVING MEETINGS, SPORTS & GROUP TRAVEL TO EAU CLAIRE IN 2024

In 2024, the Visit Eau Claire sales team worked to attract meetings, conventions, sports tournaments, and group travel—delivering measurable economic impact for our community. A major highlight was the grand opening of **The Sonnentag Center**, a state-of-the-art venue that has quickly drawn interest from sporting event planners for its modern amenities and prime location.

Through strategic outreach and attendance at key regional and national trade shows, the team built valuable relationships, gained industry insights, and secured leads that turn into booked business. These efforts not only fill local hotels, restaurants, and attractions but also strengthen Eau Claire’s standing as a premier Midwest destination for events of all sizes.



\$5.12 MILLION GENERATED IN TOTAL ECONOMIC IMPACT FROM LARGE GROUP, MEETING & SPORTS EVENTS

NOTABLE LARGE GROUP & SPORTS EVENTS HOSTED IN 2024

- National Collegiate Table Tennis Championships
- Eau Claire Marathon
- Toward One Conference
- Eau Claire United Soccer Tournament
- U.S. National Snowshoe Championships
- USA Curling Junior Nationals Championships
- Eau Claire Pow Wow
- Thousand Lakes Region for the National Model Railroads

TRADE SHOWS ATTENDED IN 2024

MEETINGS

- Connect Marketplace
- Destination Midwest
- Small Market Meetings
- Circle WI Marketplace

SPORTS

- Connect Marketplace
- Sports ETA
- Sports WI Sales Mission
- AGLOW - Association of Great Lakes Outdoor Writers





2024: EAU SO ARTFUL

The #1 Largest Rotating Sculpture Tour in the Nation!

In 2024, the Eau Claire Sculpture Tour solidified its status as a major tourism driver, enhancing the region's reputation as a cultural destination. The tour's expansion and community collaborations were key to this success, drawing in visitors and enriching the local art scene.

A total of **51 new sculptures were installed**, bringing the **total number of pieces on display to over 120**. This makes the Eau Claire tour the **largest rotating sculpture tour in the nation**, a title that serves as a powerful marketing tool for attracting art enthusiasts and families alike.

The tour's collaborative spirit also grew, spanning seven communities including **Eau Claire, Menomonie, Osseo, Altoona, Wheaton, Oregon, Red Wing, and Waupun**. This multi-community approach not only amplifies the tour's reach but also strengthens regional partnerships and encourages visitors to explore a wider area, thereby increasing their potential for spending and engagement in neighboring towns. By positioning the Sculpture Tour as a premier cultural attraction, Visit Eau Claire successfully leveraged this program to drive visitor traffic and bolster the economic vitality of the entire region.

It Takes a Village: A Special Thank You

The success of the Sculpture Tour in 2024 was made possible by the invaluable support of many partners. Along with other key collaborators, the City of Eau Claire plays a vital role, with several divisions contributing their expertise. The Engineering Department coordinates the right-of-way permits and collaborates with Sculpture Tour organizers to map out each installation site. The Community Services Department assists in identifying appropriate locations for the sculptures, ensuring placement won't obstruct operations or pedestrian spaces and is safe from potential damage during street maintenance. Lastly, the Streets Division plays an integral role by expertly using a skid steer for the installation process.

A huge thank you to EC Moving & Storage, Inc., Northwest Enterprises Inc. for their welding skills, and the City of Eau Claire Streets Crew for their invaluable assistance. Additional gratitude goes to the 2025–26 Sculpture Tour sponsors, the Sculpture Tour board, and the City of Altoona, whose support, dedication, and collaboration help make this community art initiative possible.



A BREATH OF FRESH AIR: OUTDOOR DEVELOPMENT IN 2024

In 2024, Visit Eau Claire placed a significant focus on outdoors development to further its impact on tourism. A major effort involved actively supporting the Rural Partners Network's initiative to establish an eight-county regional outdoor recreation destination. Visit Eau Claire co-wrote a successful Rural Business Development Grant, securing over **\$70,000** for the project. This led to Visit Eau Claire leading and facilitating monthly planning committee meetings and beginning the asset mapping of the region's outdoor resources, starting with Eau Claire County. This process involves inventorying, mapping, and developing a database of outdoor recreation assets and amenities, including hotels, businesses, and restaurants. The final eight-county outdoor recreation plan is slated for adoption in fall 2025.

Additionally, Visit Eau Claire partnered with Travel Wisconsin's Office of Outdoor Recreation and the City of Eau Claire on a project to analyze the economic impact of the city's paved trails and free public art. The resulting report revealed that trail users **contribute \$4.1 million to the local economy** through spending at downtown businesses. The study also highlighted the trail network's appeal to a wide age demographic and its ability to encourage users to engage with other local amenities. In a testament to the importance of the outdoors for quality of life, the report found that **29% of new residents** who moved to Eau Claire from over 40 miles away cited **outdoor recreation as a key factor** in their decision. These findings are crucial for understanding the value of investments in outdoor art and recreation and for guiding future infrastructure planning to maintain high-quality outdoor experiences for both residents and visitors.

JANUARY – DECEMBER 2024 FINANCIALS

Visit Eau Claire’s financial metrics highlight strategic investments and responsible resource management that fuel tourism growth and support the long-term success of Eau Claire’s tourism economy.

REVENUE & SUPPORT	
City of Eau Claire Contract	\$2,034,761
Other Regional Contracts	\$372,002
Grant Revenues	\$109,969
Website Sales	\$55,750
Miscellaneous Revenue	\$33,460
TOTAL REVENUE	\$2,605,942

PROGRAM EXPENSES	
City of Eau Claire Allocations	\$441,851
Destination Development	\$92,298
Visitor Services	\$59,886
Group & Sports Sales	\$39,154
Public Relations	\$34,967
Leisure Marketing	\$372,384
Special Events	\$52,500
Other Program Services	\$792,382
General Operations	\$337,825
TOTAL EXPENSES	\$2,223,247
CHANGE IN NET ASSETS	\$382,695

CULTURAL ARTS & TOURISM GRANT PROGRAM

The purpose of Visit Eau Claire’s Tourism & Cultural Arts Grant Program is to assist organizations in hosting events that will promote a positive image to potential visitors, generate overnight visits, extend visitor stays and create a desire to return. The grant funds are provided annually by the City of Eau Claire and the Wisconsin Arts Board. The annual deadlines to apply are April 15 and November 15. See the 2024 grant awardees on the following page.

CULTURAL ARTS GRANTS

PABLO CENTER AT THE CONFLUENCE
Improbable Fiction: A new Works Series
 Eau Claire, WI
 \$1,000.00

L'EAU CLAIRE JAZZ SOCIETY
Clearwater Jazz & Art Festival
 Eau Claire, WI
 \$750.00

EAU CLAIRE AREA HMONG MUTUAL ASSISTANCE ASSOC.
HmongFest
 Eau Claire, WI
 \$4,500.00

MAYO CLINIC HEALTH SYSTEM
Eau Claire Gathering of the Waters Pow Wow
 Lake Hallie, WI
 \$4,000.00

EAU CLAIRE AREA HMONG MUTUAL ASSISTANCE ASSOC.
Chippewa Valley Multicultural Festival
 Eau Claire, WI
 \$4,000.00

UW-EAU CLAIRE
ChalkFest
 Eau Claire, WI
 \$750.00

CHIPPEWA VALLEY BLUES SOCIETY
Tuesday Night Blues
 Eau Claire, WI
 \$750.00

WHYS RADIO, INC.
WHYS Music Fest
 Eau Claire, WI
 \$750.00

BANBURY PLACE
Banbury Art Crawl
 Eau Claire, WI
 \$4,000.00

HMONG AMERICAN LEADERSHIP & ECONOMIC DEVELOPMENT (HALED)
Mekong Night Festival
 Altoona, WI
 \$4,000.00

MABEL TANTER THEATER
Holiday Artisan Market
 Menomonie, WI
 \$1,000.00

TOTAL AWARDED FOR CULTURAL ARTS GRANTS: \$25,500.00

TOURISM GRANTS

EAU CLAIRE CHAMBER ORCHESTRA
Family & Friends Concert at Pablo Center at the Confluence
 Eau Claire, WI
 \$1,000.00

UW-EAU CLAIRE
When Rubber Hit The Road - Uniroyal Documentary
 Eau Claire, WI
 \$500.00

UW-EAU CLAIRE
Great Northwoods Sales Warm-Up
 Eau Claire, WI
 \$1,000.00

PABLO CENTER AT THE CONFLUENCE
Wisconsin Shakespeare Festival
 Eau Claire, WI
 \$1,000.00

BLUE OX MUSIC FESTIVAL
Blue Ox Music Festival
 Eau Claire, WI
 \$1,000.00

EAU CLAIRE MUNICIPAL BAND
Summer Concert Series
 Eau Claire, WI
 \$1,000.00

CHIPPEWA VALLEY MUSEUM
Folk Arts Festival
 Eau Claire, WI
 \$1,000.00

CHIPPEWA VALLEY SYMPHONY
Ode to Joy Concert
 Eau Claire, WI
 \$1,000.00

WORLD FLUTE SOCIETY
World Flute Society Convention
 Eau Claire, WI
 \$1,000.00

CHIPPEWA VALLEY THEATER GUILD
42ND Season
 Eau Claire, WI
 \$2,000.00

CHIPPEWA VALLEY MUSEUM
US Open Chainsaw Sculpture Champs.
 Eau Claire, WI
 \$1,000.00

UW-EAU CLAIRE FOUNDATION
Viennese Ball
 Eau Claire, WI
 \$2,000.00

YMCA OF THE CHIPPEWA VALLEY - BARRACUDAS SWIM TEAM
Swim Team Event
 Eau Claire, WI
 \$1,000.00

EAU CLAIRE UNITED SOCCER
United Soccer Invitational Tournament
 Eau Claire, WI
 \$1,500.00

CHIPPEWA VALLEY LGBTQ AND COMMUNITY CENTER
Chippewa Valley Pride In The Park
 Eau Claire, WI
 \$750.00

OSSEO AREA CHAMBER OF COMMERCE
Nordic Fest
 Osseo, WI
 \$2,500.00

MABEL TANTER THEATER
Mabel's Community Celebration
 Menomonie, WI
 \$2,000.00

TOTAL AWARDED FOR TOURISM GRANTS: \$28,500.00



GROUP & SPORTS SALES CONTRIBUTIONS

Visit Eau Claire's Group & Sports Sales Distributions provide targeted financial support to events and tournaments that bring visitors to the region. These funds, administered by our sales team, are invested in select group, meeting, and sporting events to help offset operational costs, enhance event experiences, and ensure successful execution. By supporting these events, Visit Eau Claire not only strengthens relationships with event organizers but also drives significant economic impact for Eau Claire's local economy through increased visitor spending in lodging, dining, retail, and attractions.

U.S. NATIONAL KUBB CHAMP.

King Level Sponsorship
\$500.00

THOUSAND LAKES REGION OF THE NATIONAL RAILROAD MODEL ASSOC.

Annual Convention
\$1,000.00

CORBA

Fall Back Blast
\$500.00

WI EDUCATORS OF BUSINESS & INFORMATION TECHNOLOGY

Business Tour & Experience
\$500.00

NATIONAL COLLEGIATE TABLE TENNIS ASSOCIATION

NCTTA Championship
\$15,382.00

US SNOWSHOE ASSOC.

2024 US National Snowshoe Champs.
\$1,500.00

CORBA

Coon Fork 40
\$1,500.00

FLYING EAGLES SKI CLUB

Sunday Funday
\$500.00

EAU CLAIRE CURLING CLUB

2024 USA Curling Junior National Champs.
\$3,000.00

UW-EAU CLAIRE

Family Weekend
\$1,500.00

CORBA

Santa Rampage
\$2,000.00

EAU CLAIRE UNITED SOCCER

ECU Tournament
\$1,500.00



COMMUNITY EVENTS SUPPORT

Through our Community Event Support program, Visit Eau Claire invests in local events that draw visitors to our region. These funds help boost attendance, enhance experiences, and drive tourism—resulting in increased spending at local businesses and a stronger community economy.

DOWNTOWN EAU CLAIRE, INC.

Fall Festival & First Fridays
\$1,250.00

EAU CLAIRE MARATHON

2024 Eau Claire Marathon
\$5,000.00

CITY OF ALTOONA

Ginormous Pumpkin Festival
\$2,500.00

EAU CLAIRE AREA ECONOMIC DEVELOPMENT CORP.

River Prairie Festival
\$3,000.00

TOYCEN BASEBALL CLUB LLC

Eau Claire Express
\$5,000.00

SCULPTURES EAU CLAIRE INC.

Eau Claire Sculpture Tour
\$10,000.00

CITY OF ALTOONA

2024 Frosty Fun Series
\$1,500.00

KIWANIS CLUB OF EAU CLAIRE

66th Annual Flapjack Feed
\$70.00

TOTAL CONTRIBUTIONS TO COMMUNITY EVENTS: \$28,320.00

VISIT EAU CLAIRE DISTRIBUTED A TOTAL OF \$111,702.00 IN 2024 FOR GRANTS, GROUP & SPORTS SALES CONTRIBUTIONS, AND COMMUNITY EVENTS SUPPORT.

TOTAL CONTRIBUTIONS TO MEETING, GROUP & SPORTS EVENTS: \$29,382.00