



VISIT EAU CLAIRE ANNUAL REPORT



2025 Edition



Photo Courtesy of Travel Wisconsin



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Who We Are & How We Got Here

Eau Claire's official destination marketing organization.

Founded in 1980 as the Eau Claire Area Convention & Tourism Bureau, Visit Eau Claire has evolved alongside the destination itself—growing from a regional tourism office into a modern destination marketing organization serving the communities of Eau Claire, Altoona, Osseo, Union, and Wheaton. Over more than four decades—and through key milestones including a rebrand as the Chippewa Valley Convention & Visitors Bureau in 1996 and becoming the Eau Claire Area Convention & Visitors Bureau, Inc. (DBA Visit Eau Claire) in 2008—our mission has remained consistent: to promote the Chippewa Valley as a compelling place to visit, gather, and experience. Today, Visit Eau Claire is responsible for attracting and servicing convention delegates, sports travelers, leisure visitors, hotels, restaurants, attractions, and concertgoers 365 days a year—driving visitation, overnight stays, and economic impact while positioning the Eau Claire area as a premium, experience-led destination.

Our Mission

Visit Eau Claire drives economic growth and enhances quality of life by increasing travel and tourism through inclusive destination marketing, thoughtful development, and authentic community partnerships rooted in shared values.

Our Vision

To contribute to public well-being by successfully collaborating and empowering a positive sense of community in every aspect of destination promotion.

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 2025 was a remarkable year. Visitors often arrive curious and leave inspired, with many choosing to move, work, and invest in our region. In fact, 2025 marks our fourth consecutive record-breaking year of tourism growth in Eau Claire County.

Tourism continues to be a vital driver for our local economy, and last year we reached a significant milestone. Visitors to Eau Claire County generated an all-time high of \$480 million in total economic impact, representing a 4% jump from the previous year. What makes this growth so meaningful is that it outpaced Wisconsin's inflation rate of 2.7%. Our growth reflects a true increase in visitors who are staying longer and investing in our local businesses, hotels, restaurants, and residents.

This growth was felt across every category. Direct visitor spending climbed to over \$298 million, tourism-supported jobs rose to nearly 3,950, and local labor income increased. Furthermore, tourism generated \$31.9 million in state and local tax revenue right here in Eau Claire County. That money goes directly back into funding our roads, parks, and essential services, lifting the tax burden off our residents.

Our regional calendar was packed with events that brought visitors from all over to our region. In the summer, we expanded our festival scene by welcoming two new events, Summer Jam and Force Fields, and welcomed hundreds of cyclists to the region as we hosted the Ride Across Wisconsin for the first time. Heading into the fall, we hosted the Association of Great Lakes Outdoor Writers (AGLOW) annual conference, showcasing our natural assets to travel journalists.

In tandem with these events, 2025 marked a deeply significant historic anniversary. In honor of the 50th anniversary of Hmong resettlement, we celebrated the rich contributions of Hmong families, entrepreneurs, and leaders who have shaped and enriched our region. We have been honored to help visitors and locals explore the authentic cuisine, annual New Year celebrations, and family-owned businesses that make Eau Claire's Hmong community so vital and unique.

Alongside these initiatives, the Visit Eau Claire team was intentional about sharing our story with the world. Our strategic digital marketing efforts reached new heights, with VisitEauClaire.com breaking records to welcome over 1.8 million users last year.

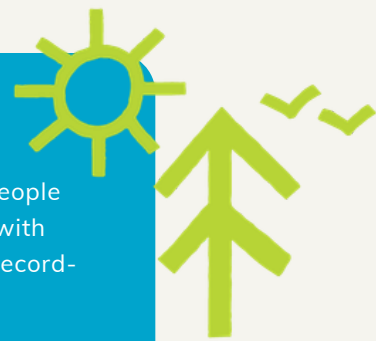
We are building a permanent foundation for Eau Claire as a regional travel hub. To ensure this growth remains smart, sustainable, and strategic, Visit Eau Claire is currently developing a long-term Destination Master Plan. This blueprint will help us target the exact tourism projects, infrastructure, and experiences we need to invest in next to benefit both visitors and locals for decades to come.

This growth belongs to our hospitality workers, business owners, and community partners who welcome our guests every day. It is my honor to present Visit Eau Claire's 2025 Annual Report. Thank you for being a vital part of Eau Claire's journey and for helping us share our story with the world.



A stylized, handwritten signature in white ink that reads "Mackenzie Havlicek".

Kenzi Havlicek, CDME
Executive Director





EAU CLAIRE COUNTY TOURISM SAW BOOMING YEAR IN 2025!

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.

In 2025, visitors generated

**\$298.1
MILLION**

in direct visitor spending
in Eau Claire County.

In 2025, Eau Claire County
sustained

3,949

part-time & full-time jobs
for the local tourism
industry.

In 2025, travel spending
in Eau Claire County
generated a total impact of

**\$31.9
MILLION**

in local and state
government revenue.

In 2025, tourism
spending generated

**\$137
MILLION**

in wages and salaries in
Eau Claire County.

In 2025, visitors generated

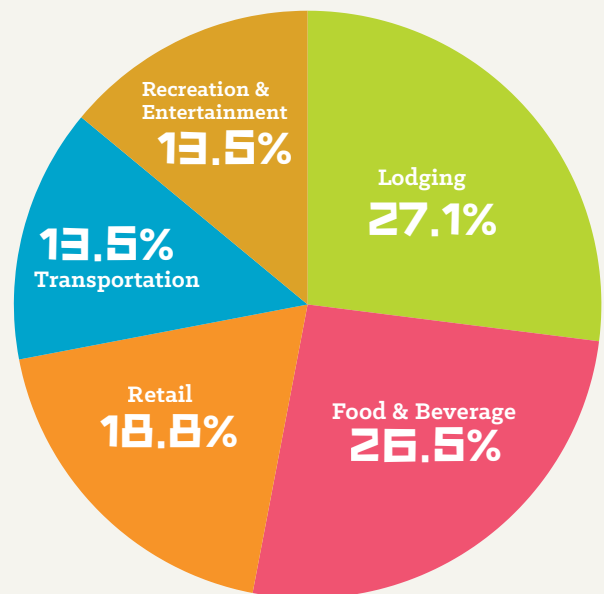
\$480 MILLION

in total economic impact for Eau Claire County.

\$713.23

*IS THE AMOUNT EACH RESIDENT IN EAU CLAIRE COUNTY WOULD NEED TO SPEND PER YEAR TO
REPLACE THE ECONOMIC IMPACT GENERATED BY TOURISM.*

How The Visitor Dollar is Shared in The State of Wisconsin



*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

2025 LODGING OVERVIEW

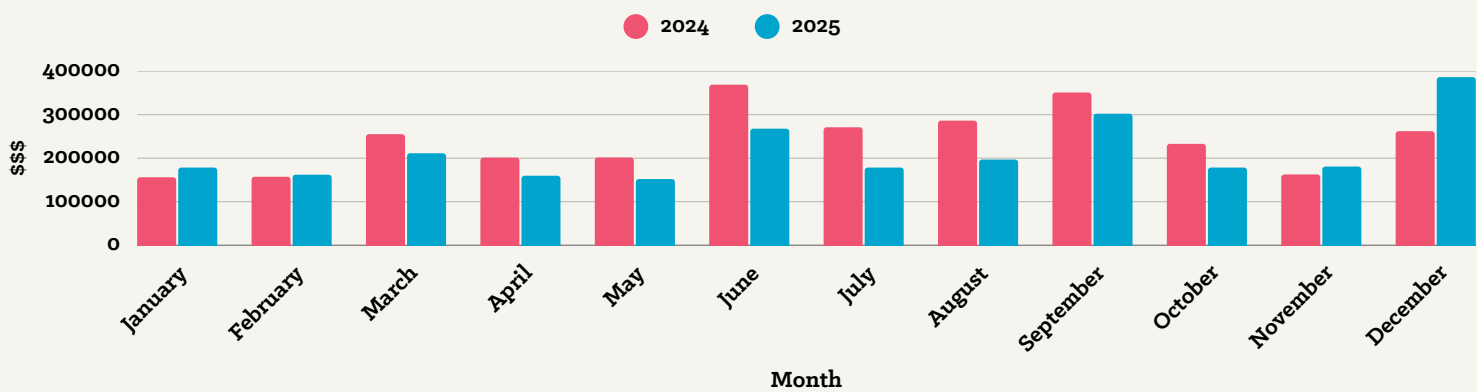
Eau Claire's lodging sector showed resilience in 2025, with year-to-date occupancy closing at 55.7%, a modest 2.3% decrease compared to 2024. The Average Daily Rate (ADR) edged down slightly to \$109.57, a 0.8% dip from the prior year, while Revenue Per Available Room (RevPAR) closed at \$61.06, reflecting a 3.1% decline.

On a positive note, supply grew 4.7% to 818,675 available room nights, and demand increased 2.3% to 456,210 room nights — a strong indicator that more visitors are choosing Eau Claire as their destination. Total lodging revenue reached \$49.26 million, a 1.5% increase over 2024, demonstrating that despite softer occupancy and rate metrics, the overall market continued to grow in real dollar terms.

These results reflect a market in healthy expansion, with new lodging supply absorbing demand growth and revenue continuing to climb. As Eau Claire's hotel inventory grows, the foundation is being set for sustained long-term performance.

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.

Hotel Room Tax Revenue



Aggregated Hotel Performance

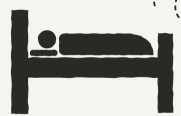
Period: January-December 2025 (compared to same period in 2024)

Occupancy	ADR	RevPAR	Supply	Demand	Revenue
55.7%	\$109.57	\$61.06	818,675	456,210	49.26 MIL
-2.3%	-0.8%	-3.1%	+4.7%	+2.3%	+1.5%

Understanding The Room Tax Cycle!

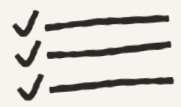
Lodging

A guest pays for an overnight stay. The lodging property collects room tax and remits it to their municipality.



Municipality

The municipality retains up to 30% of room tax collected. A minimum of 70% is directed to a tourism entity or tourism commission to fund tourism promotion and development.



Tourism

The tourism entity invests those dollars into marketing and destination development efforts that attract more visitors — generating more overnight stays and more room tax revenue for the community.



2025 Visit Eau Claire Board of Directors

Chair of the Board
Jason Jon Anderson
 Tusker Co.

First Vice Chair of the Board
Jacob Wrasse
 University of Wisconsin - Eau Claire

Second Vice Chair of the Board
Mark Mitchell
 The Lismore Hotel Eau Claire

Past Chair of the Board
Becky Squires
 Larson Companies

Secretary of the Board
Charity Zich
 Chippewa Valley Regional Airport

Treasurer of the Board
Tim Olson
 Larson Companies

Regional Board Appointed
Jennifer Meyer
 Town of Union - Regional

Regional Board Appointed
James Cialdini
 City of Osseo - Regional

Regional Board Appointed
Dean Kallenbach
 Town of Union Parks Commission

Regional Board Appointed
Mary Rudd
 Town of Wheaton - Regional

Regional Board Appointed
Larry Mboga
 City of Eau Claire - City Council

Regional Board Appointed
Charlie Johnson
 City of Eau Claire - City Council

Regional Board Appointed
Roy Atkinson
 City of Altoona - Regional

Regional Board Appointed
Erik Keisler
 Beaver Creek Reserve - Regional

Lodging Industry
Tia Anderson
 City of Osseo - Stoney Creek RV Resort

Lodging Industry
Bruce Misna
 Town of Wheaton - Sleep Inn & Suites

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

Lodging Industry
Amy Peterson-Foss
 YMCA of the Chippewa Valley

At Large
Kitzie Winters
 City of Eau Claire

At Large
Julia Diggins
 University of Wisconsin - Eau Claire Foundation

Ex-Officio
Aaron White
 City of Eau Claire Economic Development

Ex-Officio
Luke Hanson
 Eau Claire Area Economic Development Corporation

Ex-Officio
Scott Rogers
 Eau Claire Area Chamber of Commerce

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.

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 Manager
 Julie Pangallo

Outdoor Development Manager
 Kennedy Domerchie



VISIT EAU CLAIRE'S TARGET CROWD

Every traveler has a different reason for visiting Eau Claire — and we believe our marketing should reflect that. Rather than taking a one-size-fits-all approach, our strategy is built around three distinct audiences, each with their own goals, timelines, and decision-making process:

Leisure Marketing

Speaks directly to individual travelers and families planning weekend getaways, vacations, and the kind of memorable experiences that make a trip worth talking about.

Sports Marketing

Targets sports teams, tournament organizers, and event planners evaluating destinations for competitions and athletic events of all sizes.

Group Marketing

Built for organized travel — associations, corporations, meeting and convention planners, motorcoach tour operators, reunions, and other large group trips.

To reach these audiences, we lean into a strategic mix of channels designed to inspire travel and support every stage of the planning journey. VisitEauClaire.com remains our primary trip-planning hub, complemented by social media storytelling, targeted Facebook and Google advertising, and curated e-newsletters. Together, these touch points allow us to meet travelers right where they are — whether they're just starting to dream about a trip or are ready to book.

Geographic Target Markets



Target Audiences

- Adults ages 35-54 (with kids)
- Adults ages 25-34 (with or without kids)

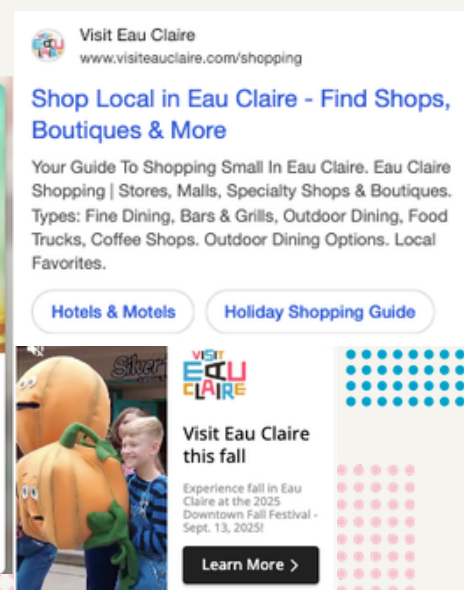
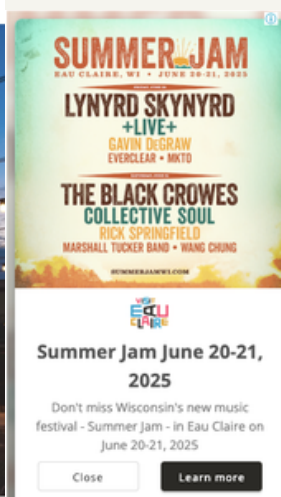
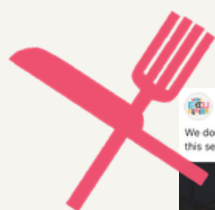
2025 Observed Audience Demographics

- 84% Mobile Users
- 56.1% Female, 43.9% Male

Target Interests

- Outdoor Recreation
- Culinary
- Family Fun
- Arts & Culture

Digital Advertising Creative Samples





TELLING EAU CLAIRE'S STORY: 2025 DIGITAL MARKETING RECAP



In 2025, Visit Eau Claire's marketing efforts delivered some of the strongest results in the organization's history, anchored by major event campaigns and capped off with national recognition. Visit Eau Claire, in partnership with the Eau Claire Sculpture Tour, earned Destinations Wisconsin's Trailblazer Award for Outstanding Destination Development, with features in *Midwest Living* and *USA Today* generating more than 35 million potential media impressions. That national spotlight was matched by record-setting performance across some of Eau Claire's signature events: the Downtown Eau Claire Fall Festival saw a 427% increase in engaged web users and drove roughly 14,000 attendees, an estimated \$472,827 in visitor spending; the inaugural Summer Jam festival drew over 405,000 active users to its campaign page and generated an estimated \$1.09 million in visitor spending; and the Year 3 "How Do You Winter" campaign pushed room tax revenue up 9.8% year-over-year, more than three times its target, while driving an estimated 14,200 new out-of-town visitors.

Across these campaigns, a consistent media mix of Meta ads, Google Performance Max, and strategic influencer partnerships proved highly effective at converting digital attention into real-world visitation. Influencer collaborations tied to The Yard's grand opening in Altoona were some of Visit Eau Claire's top-performing content of the year, reaching nearly one million views, while creator partnerships supporting the Fall Festival and winter campaign added hundreds of thousands of additional impressions at efficient cost. Year-over-year growth in key target markets — including Chicago, Minneapolis, Milwaukee, and Madison — continued to validate Visit Eau Claire's geographic and demographic targeting strategy.

Together, these results reflect a marketing approach that pairs disciplined, data-driven media investment with authentic, community-rooted storytelling. By consistently exceeding attendance, traffic, and revenue goals across multiple major events, Visit Eau Claire enters 2026 with strong momentum and a clear, proven playbook for continued growth.

2025 SOCIAL MEDIA HIGHLIGHTS

Come see it all for yourself @visiteauclaire



Top Takeaways!

Every platform grew, across every major metric followers, engagement, reach, and impressions were all up year over year, with no declines in core growth metrics.

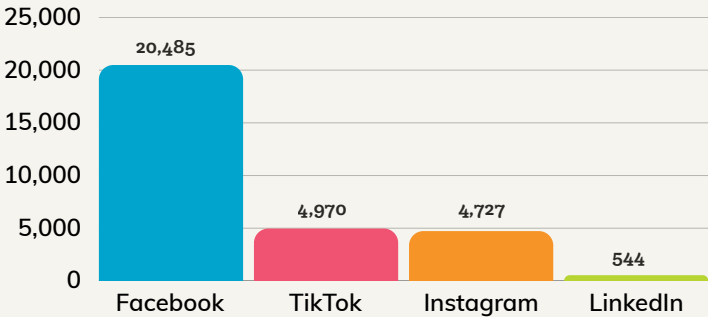
TikTok became a major engagement engine with content like the 'Ginormous Pumpkin Drop' video demonstrating the platform's viral potential — generating 445,572 engagements and 148,324 shares."

Instagram built the most consistent, positive sentiment community 92.9 sentiment score (far exceeding the 80+ positive threshold), alongside nearly 4,727 net new followers, and reach up 27.1% YoY, all on organic content.

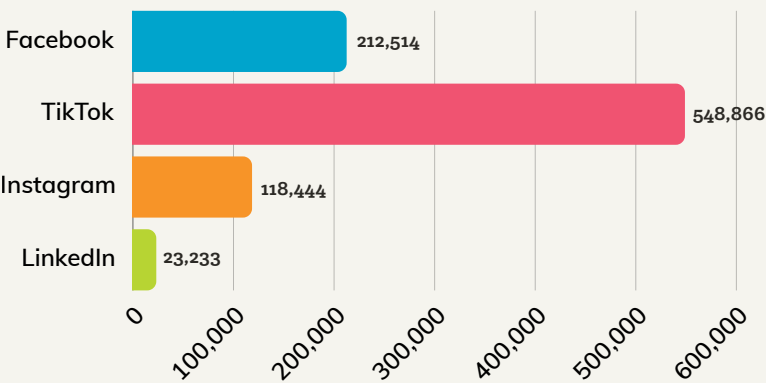
LinkedIn saw the strongest professional-audience growth with organic followers up 227.7% and engagement up 244.9% YoY, led by behind-the-scenes and community-partnership content.



New Followers Gained, 2025



Total Engagements, 2025





2025 Top Media Mentions

Justin Vernon's Favorite Spots in Eau Claire

Publication: Midwest Living Magazine

Chippewa Valley Charm

Publication: USA Today (Go Escape Midwest)

Eau Claire Sees Big Impact from Kubb Champ.

Publication: SportsTravel Magazine

52 Weekend Getaways from the Twin Cities

Publication: Mpls.St. Paul Magazine

A Family Road Trip Across Wisconsin

Publication: Thrillist

5 Small Wisconsin Towns Worth The Trip

Publication: USA Today Network

Eau Claire, WI: Where Nature, Art & Community Meet

Publication: LuxeBeat Magazine

How Eau Claire Native Bon Iver Transformed His Hometown

Publication: Good Info News

Eau Claire, Wisconsin: A Fantastic Destination for Families with Kids

Publication: Des Moines Parent

Road Trip Destinations This Winter

Publication: Hello Iowa (WHO-13)

Staycations: Wallet-Friendly Locations

Publication: WMTV 15 News

Wisconsin's Thriving Craft Brewery Scene

Publication: Thrive Magazine

3rd & Vine

Publication: Heavy Table

These Incredible Hotels are Offering Deals During Peak Fall Foliage

Publication: Yahoo! Lifestyle

These are the Best State Parks in WI

Publication: Midwest Living Magazine

MAKING HEADLINES: 2025 MEDIA & PR RECAP



2025 was a big year for getting Eau Claire's story in front of the world. Through proactive public relations efforts — including curated media familiarization trips, targeted editorial pitching, and strategic broadcast outreach — we secured some truly exceptional national and regional media coverage. Highlights included a feature in Midwest Living Magazine spotlighting indie-rock icon Justin Vernon's favorite local spots, a dedicated "Chippewa Valley Charm" spread in USA Today's Go Escape Midwest edition, and a standout placement in Mpls.St.Paul Magazine's "52 Weekend Getaways" guide. Together, these placements helped amplify everything that makes Eau Claire special — our eclectic culture, unique family experiences, and year-round appeal — to a broader audience of travelers across the Midwest and beyond.



Our media strategy continues to center on authentic storytelling and building genuine relationships with travel journalists, content creators, and regional news networks. From our thriving culinary and craft brewery scene to one-of-a-kind events like the U.S. Kubb Championship, we're constantly finding new ways to showcase what makes this community so worth visiting, no matter the season. Whether it's a winter road-trip segment on Hello Iowa or an autumn hotel feature on Yahoo!, these targeted efforts continue to expand Eau Claire's visibility — and along with it, our economic impact.





BRINGING GROUPS, MEETINGS & SPORTS TO EAU CLAIRE IN 2025



In 2025, the Visit Eau Claire sales team continued to deliver meaningful economic impact by attracting meetings, sports tournaments, and group travel to the region. Through strategic attendance at key trade shows, the team built valuable industry relationships and secured leads that translated directly into booked business.

Tradeshows Attended in 2025:

Meetings

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

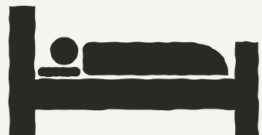
Sports

- Connect Marketplace
- Sports ETA
- Sports WI Sales Mission
- TEAMS

From amateur athletics to professional associations to cherished community celebrations, these events filled hotel rooms, supported local businesses, and reinforced Eau Claire's growing reputation as a premier Midwest destination for events of every size and kind.

Notable 2025 Large Group & Sports Events

- Association of Great Lakes Outdoor Writers Convention (AGLOW)
- Professional Pickleball Association - WI PPA Challenger
- Ride Across Wisconsin (RAW)
- OpenAir Car Rally
- Hmong New Year Celebration
- UW-Eau Claire 100-Year Homecoming Anniversary
- U.S. National Kubb Championships
- Chippewa Valley Airshow
- International Female Motorcycle Ride Day Celebration
- National Electrical Inspectors Conference
- WI Association of Housing Authorities
- WI Genealogy Conference



In 2025, Visit Eau Claire's sales team converted 66 leads - 30 sports and 36 meetings - into 22,284 room nights for the local economy.



Public art expanded beyond sculpture this year as well. Ten TDS utility buildings throughout Eau Claire neighborhoods were transformed with original artwork submitted by regional artists, turning everyday infrastructure into unexpected canvases across the city.



2025 ART: EAU CLAIRE STYLE

2025 marked the 15th year of the Eau Claire Sculpture Tour, which has stood as the nation's largest rotating tour of original outdoor sculptures since 2022. The tour grew to 43 rotating pieces this year (63 when including the sculptures from Artisan Forge in River Prairie), bringing the total collection across the region to more than 120 works spanning Eau Claire, Altoona, Menomonie, Waupun, Oregon, and Red Wing.



ColorBlock brought a new layer of energy to the summer, with roughly 20 live-painted murals created during Summer Jam — first displayed inside a Pablo gallery before finding a permanent home along the bike trail behind the Graham Avenue parking garage. A standout collaboration between Big Brothers Big Sisters and Scheels added another mural to the city's growing collection.

Together, these projects reflect a community where art isn't confined to galleries — it lives on sidewalks, utility boxes, bike trails, and building walls, woven into the everyday experience of exploring Eau Claire.

PAVING THE WAY FORWARD: OUTDOOR DEVELOPMENT IN 2025

In 2025, Visit Eau Claire continued to strengthen its role in outdoor recreation development as a driver of tourism, economic growth, and quality of life. A major focus was advancing the eight-county regional outdoor recreation project, which includes Eau Claire, Chippewa, Dunn, Pepin, Buffalo, Trempealeau, Jackson, and Clark counties. Visit Eau Claire supported public engagement efforts, contributed to the Regional Outdoor Recreation Plan, provided outdoor recreation asset data, and assisted with extensive asset mapping across the region. Visit Eau Claire also worked closely with the National Park Service on the Urban Recreation Plan, creating maps and supporting plan development for Eau Claire, Altoona, Lake Hallie, and Chippewa Falls.

Visit Eau Claire also continued building on the results of the 2024 economic impact study of Eau Claire's paved trail system and free public art. The findings were shared statewide as part of a Wisconsin Office of Outdoor Recreation panel at the Wisconsin Governor's Conference on Tourism, where outdoor recreation was a central theme. Visit Eau Claire also attended the International Trail Summit in La Crosse, helping strengthen connections with outdoor recreation professionals and bring new ideas and best practices back to the region.

Throughout the year, Visit Eau Claire supported a variety of outdoor recreation partnerships and initiatives, including AGLOW, Bike Week, disc golf promotion, the first Altoona Tweed Ride, early planning for Ride Across Wisconsin 2026, and the launch of a local outdoor recreation partner newsletter. Visit Eau Claire also continued advocating for outdoor recreation funding and investment, including support for the Knowles-Nelson Stewardship Program and other state and federal funding opportunities.



This growing body of work helped elevate Eau Claire's role in Wisconsin's outdoor recreation industry. In 2025, the eight-county regional outdoor recreation project was nominated for a Wisconsin Governor's Outdoor Industry Award for collaboration, and Visit Eau Claire's Outdoors Development Manager, Kennedy Domerchie, received the Rising Star Award. Together, these efforts reflect Visit Eau Claire's continued commitment to building a stronger, more connected outdoor recreation economy for residents, visitors, and communities across the region.



JANUARY - DECEMBER 2025 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	\$2,178,194
Other Regional Contracts	\$399,969
Grant Revenues	\$117,658
Website Sales	\$40,203
Miscellaneous Revenue	\$31,994
Total Revenue	\$2,768,017

Program Expenses

City of Eau Claire Allocations	\$453,612
Destination Development	\$88,187
Visitor Services	\$28,809
Group & Sports Sales	\$51,033
Public Relations	\$26,291
Leisure Marketing	\$439,029
Special Events	\$49,100
Other Program Services	\$754,807
General Operations	\$359,380
Total Expenses	\$2,266,503
Change in Net Assets	\$501,514





VISIT EAU CLAIRE GRANT PROGRAM

Visit Eau Claire is a non-stock, not-for-profit private corporation established to develop and promote the tourism industry in the Eau Claire area. Visit Eau Claire's revenue sources include annual appropriations from room tax dollars and various revenue-generating programs and grants. Visit Eau Claire invests in projects, events, and creative ideas that strengthen our community and enhance the Eau Claire area as a destination. Through two distinct grant programs — Tourism and Cultural Arts — Visit Eau Claire supports initiatives that generate visitation, inspire creativity, and contribute to the vibrancy of our region.

Tourism Grant Program

The Visit Eau Claire Tourism Grant Program assists organizations with tourism marketing, promotion, attractions, special events, and festivals that foster local economic impact and increase destination appeal. Funded projects must demonstrate the ability to attract visitors from outside the Eau Claire region and generate measurable tourism activity, including overnight stays.

Cultural Arts Grant Program

In partnership with the Wisconsin Arts, Board, the Visit Eau Claire Cultural Arts Grant Program invests in creative projects that strengthen the community's cultural identity, enhance quality of life, and contribute to the overall appeal of Eau Claire as a place to live, visit, and experience the arts.



Tourism Grants

Blue Ox Music Festival

Blue Ox Music Festival

Eau Claire, WI

\$1,000.00

YMCA of the Chippewa Valley

Fairfax Invitational Swim Meet

Eau Claire, WI

\$1,000.00

WI State Narcotics Anonymous Convention

WI State Narcotics Anonymous Convention 2026

Eau Claire, WI

\$3,000.00

UW-Eau Claire Foundation Inc.

UW-Eau Claire Homecoming Parade

Eau Claire, WI

\$2,000.00

Trinity Equestrian Center

Strength in Service Summit

Eau Claire, WI

\$1,000.00

Hudson Housing Authority

WAHA Fall Conference 2025

Eau Claire, WI

\$500.00

City of Altoona

River Prairie Ginormous Pumpkin Festival

Altoona, WI

\$500.00

WI Bicycle Federation

Ride Across WI

Chippewa Valley

\$5,000.00

C&G Promotions, LLC

Wisconsin Sport Show

Eau Claire, WI

\$500.00

Banbury Place Events

Banbury Events/Banbury Art Crawl

Eau Claire, WI

\$1,500.00

Eau Claire United Soccer

United Soccer Invitational Tournament

Eau Claire, WI

\$2,300.00

Chippewa Valley Council

Chippewa Valley Airshow

Eau Claire, WI

\$5,000.00

Eau Claire Dog Fest (DBA Eau Claire Dog Jam)

EC Dog Jam

Eau Claire, WI

\$1,000.00

Downtown Eau Claire Inc. (DECI)

Downtown Eau Claire Fall Festival

Eau Claire, WI

\$1,000.00

Eau Claire Marathon

EC Marathon 5K Race Series

Eau Claire, WI

\$1,000.00

OneFest LTD.

OneFest 2025

Cadott, WI

\$1,500.00

Bowl Winkle's

Elks Lodge State Bowling Tournament

Eau Claire, WI

\$2,500.00

Chippewa River Trolley

The Making of a Lumber Capital: A Cultural History of the Chippewa Valley

Eau Claire, WI

\$1,000.00

City of Altoona

Altoona Music Series at The Yard

Altoona, WI

\$500.00

Total Awarded for Tourism Grants:

\$33,800.00

Cultural Arts Grants

Pablo Center at the Confluence

Year-Round Budget

Eau Claire, WI
\$1,000.00

L'Eau Claire Jazz Society

Clearwater Jazz & Art Festival

Eau Claire, WI
\$750.00

Power Up Eau Claire

Hmoob Day Celebration

Eau Claire, WI
\$1,500.00

Eau Claire Chamber Orchestra Inc.

Harlem's Little Blackbird: The Story of Florence Mills

Eau Claire, WI
\$1,000.00

Eau Claire Chamber Orchestra Inc.

2025-2026 Season

Eau Claire, WI
\$500.00

Chippewa Valley Ruffed

Grouse Society

BANFF Mountain Film Festival World Tour

Eau Claire, WI
\$750.00

Mayo Clinic Health System

Eau Claire Gathering of the Waters Pow Wow

Eau Claire, WI
\$1,000.00

UW-Eau Claire

ChalkFest

Eau Claire, WI
\$1,000.00

Chippewa Valley Blues Society

Tuesday Night Blues

Eau Claire, WI
\$500.00

Chippewa Valley Theatre Guild

43rd Anniversary Season

Eau Claire, WI
\$1,500.00

Chippewa Valley Symphony, LTD.

Homegrown Harmony: Featuring Geoffrey Keezer

Eau Claire, WI
\$500.00

Chippewa Valley Museum

Speakeasy at Schlegelmilch

Eau Claire, WI
\$500.00

Eau Claire Area Hmong Mutual Assistance Assoc.

Hmong New Year

Eau Claire, WI
\$1,500.00

Pablo Center at the Confluence

Black Violin

Eau Claire, WI
\$500.00

JONAH

2025 Multicultural Festival

Eau Claire, WI
\$1,500.00

Eau Claire Jazz Inc.

2025 Eau Claire 'Jazz Crawl'

Eau Claire, WI
\$2,000.00

Chippewa Valley Symphony, LTD.

Beethoven's Fifth

Eau Claire, WI
\$500.00

Eau Claire Municipal Band

2025 Summer Concert Band Series

Eau Claire, WI
\$500.00

Total Awarded for Cultural Arts Grants:

\$20,000.00



2025 SALES CONTRIBUTIONS & COMMUNITY EVENT SUPPORT

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.

Association of Great Lakes Outdoor Writers (AGLOW)

Annual Conference
\$28,740.00

Blackhawk Retriever Club
National Amateur Championship
\$4,000.00

Open Air Tours, LLC
Classic XIX
\$6,000.00

Professional Pickleball Association
Professional Pickleball
Association Challenge
\$2,500.00

Eau Claire Babe Ruth
Ohio Valley Regional Tournament
\$1,000.00

Trinity Equestrian Center
Strength In Service Summit
\$9,295.00
(with Travel WI Grant Support)

CORBA
Coon Fork 40
\$1,000.00
(in partnership with Scheels)

CORBA
Santa Rampage
\$2,000.00
(in partnership with Scheels)

Eau Claire Marathon, LLC
Eau Claire Marathon
\$5,000.00

The Arena League
Eau Claire Axemen
\$3,000.00

Sculptures Eau Claire, Inc.
Eau Claire Sculpture Tour
\$10,000.00

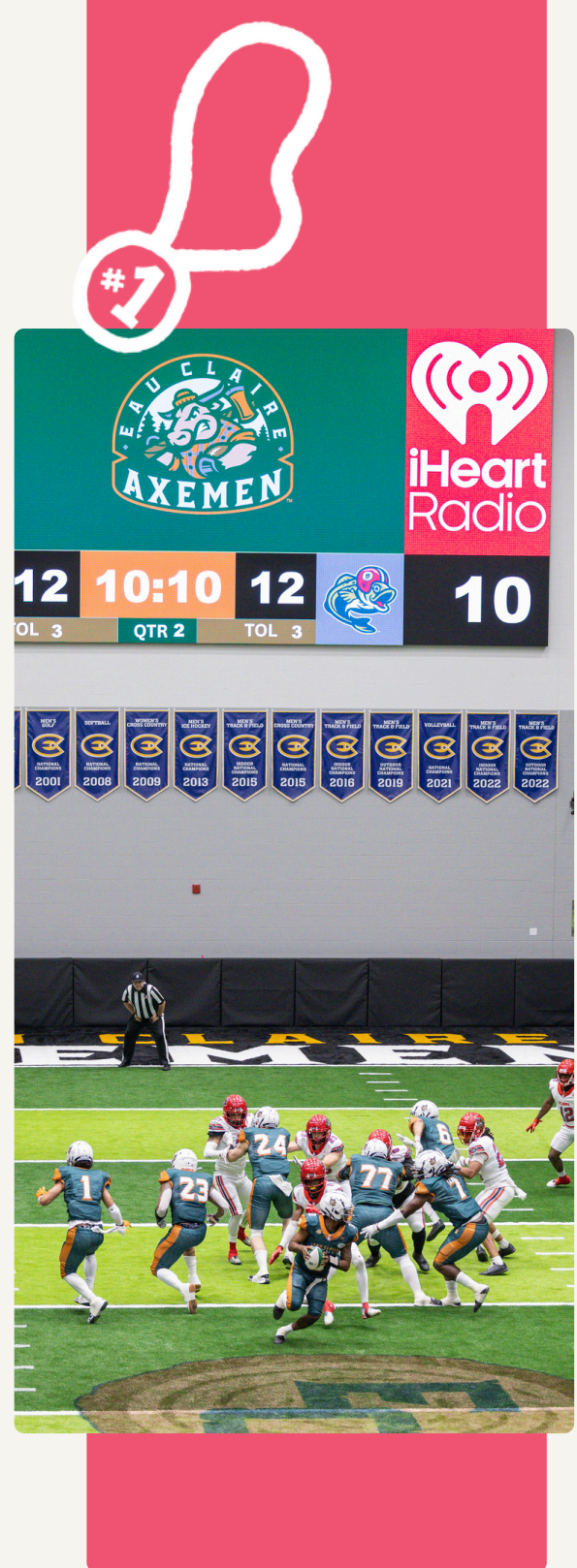
Toycen Baseball Club LLC
Eau Claire Express
\$5,000.00

U.S. National Kubb Champ.
Kings of Kubb King Level
Sponsorship
\$1,000.00

City of Altoona
Frosty Fun Series
\$1,500.00

Total Awarded:
\$54,535.00

Total Awarded:
\$26,070.00



*Visit Eau Claire
distributed a total of
\$134,405.00
in 2025 for grants, group &
sports sales contributions,
and community events
support.*

Oh, IT'S HAPPENING

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Photo Courtesy of Travel Wisconsin