



WISCONSIN
— DEPARTMENT OF TOURISM —

GRANT AWARDS

FY 2021



Fiscal Year 2021 | July 1, 2020 - June 30, 2021

JOINT EFFORT MARKETING GRANTS

1.	61st Annual Art at the Park Outagamie County	\$16,613
2.	Art & Chalk Fest 2021 - A Live Arts Festival Washington County	\$23,625
3.	Art Infusion 2021 - Year 2 Rock County	\$20,000
4.	Badger Tailgate in Monona Dane County	\$13,248
5.	Barron County Xtreme Bull Event - Year 2 Barron County	\$23,300
6.	Christkindlmarkt Door County Door County	\$22,838
7.	Crandon Rocks Labor Day Weekend Forest County	\$39,550
8.	Das Fest USA Walworth County	\$39,375
9.	Dirt City Duel - Year 2 Oconto County	\$6,500
10.	East Troy Lights - Year 2 Walworth County	\$11,650
11.	Friends of Rapids Music Festival Wood County	\$4,195
12.	Historic Wedding Venues in Oshkosh Winnebago County	\$26,375
13.	Jim Kress Maritime Lighthouse Tower Opening Door County	\$28,250
14.	Jurassic Olympics Green Lake County	\$2,150
15.	Lifest 2021 Winnebago County	\$36,500
16.	Live at the Lake 2021: Pura Fe and Cary Morin Concert & Woodland Arts Workshop Vilas County	\$10,490
17.	Madison Nearcation Campaign Dane County	\$37,575
18.	Milwaukee Regatta Milwaukee County	\$39,550
19.	Mineral Point Blues & Roots Fest 2021 Iowa County	\$2,520
20.	MSO Season Grand Opening Celebration Milwaukee County	\$28,250
21.	OneFest - Year 2 Chippewa County	\$39,550
22.	Osceola Tourism ON TRACK with the Railway Polk County	\$39,500
23.	River Falls Sip & Shop Pierce County	\$24,499
24.	Spooner Block Party Washburn County	\$24,090
25.	The Trails to Trout Fishing Tournament Monroe County	\$13,523
26.	Walk This Way: Footwear from the Stuart Weitzman Collection of Historic Shoes Winnebago County	\$28,250
27.	Washed Ashore: Art to Save the Sea at Green Bay Botanical Garden Brown County	\$28,250
28.	Welcome Back to Wisconsin's Great River Road "On the Road Again" - Year 2 Multiple Counties	\$10,000
29.	Wellness Within - Destination Garver Feed Mill Dane County	\$36,165
30.	Whitewater Storytelling Festival Walworth County	\$3,109
31.	Winter Wonders 2020: Boerner Bigger and Brighter - Year 2 Milwaukee County	\$24,875
32.	Wisconsin Learn to Ski & Snowboard Week - Year 2 Statewide	\$17,750
	TOTAL	\$722,115

DESTINATION MARKETING GRANTS

1.	City of Burlington Re-branding Effort Racine County	\$34,450
2.	Central Wisconsin COVID-19 Recovery Effort - Year 2 Wood, Portage and Marathon Counties	\$39,550
3.	Come & Enjoy the Backroads of Pierce County - Year 2 Pierce County	\$22,750
4.	Come Out and Play! Driftless Wisconsin, your outdoor recreation playground - Year 2 Multiple Counties	\$16,275
5.	Fox Cities Rebranding - Fox Cities Originals - Year 2 Outagamie County	\$39,550
6.	Mammoth Hike Challenge - Year 2 Statewide	\$22,725
7.	Northern Wisconsin ATV/UTV Traveler Development Project Langlade, Oneida, Forest and Lincoln Counties	\$38,000
8.	Oshkosh Rebranding Research & Destination Assessment Winnebago County	\$30,250
9.	Promoting Wisconsin as "America's #1 Golf Destination" - Year 2 Statewide	\$39,500
10.	Rhineland Area Destination Branding Campaign Oneida County	\$39,550
11.	Uncovering Eau Claire's Visitor Profiles Utilizing Marketing Science Eau Claire County	\$22,376
12.	#welovethenorthwoods Northwoods of Wisconsin COVID-19 Regional Marketing Campaign - Year 2 Forest, Iron, Lincoln, Langlade, Oneida and Price Counties	\$39,550
13.	Wisconsin Dells Golf Media Campaign (2021) Sauk County	\$23,359
	TOTAL	\$407,885

Visitor expenditures driven by the marketing from JEM grant projects are expected to exceed \$21 million.



TOURIST INFORMATION CENTER GRANTS

1.	Algoma Kewaunee County	\$500
2.	Ashland Ashland County	\$6,400
3.	Bayfield Bayfield County	\$3,000
4.	Beloit Rock County	\$9,351
5.	Boulder Junction Vilas County	\$1,008
6.	Burlington Racine County	\$1,500
7.	Door County Door County	\$15,000
8.	Eagle River Vilas County	\$1,008
9.	Eau Claire TWWC (Menomonie) Dunn County	\$5,000
10.	Hayward Sawyer County	\$1,500
11.	Kenosha Kenosha County	\$15,000
12.	La Crosse La Crosse County	\$5,611
13.	Madeline Island Ashland County	\$8,508
14.	Manitowoc Manitowoc County	\$1,750
15.	Marinette Marinette County	\$2,000
16.	Platteville Grant County	\$12,034
17.	Prairie du Chien Crawford County	\$14,900
18.	Racine Racine County	\$9,262
19.	Shawano Shawano County	\$1,000
20.	St Croix Falls Polk County	\$6,846
21.	Stevens Point Portage County	\$3,500
22.	Superior Douglas County	\$15,000
23.	Tuscolobia Trail Sawyer County	\$65.45
24.	Wausau Marathon County	\$1,750
25.	Wisconsin Dells Sauk County	\$7,500
	TOTAL	\$148,993.45

The 25 Tourist Information Centers that received grants provided Wisconsin travel information to approximately 632,000 customers.

READY, SET GO! SPORTS MARKETING GRANTS

1.	Battle at the Bay Brown County	\$10,000
2.	BPA Dairyland Baseball Series (2021) Dane, La Crosse, Kenosha, Rock, Eau Claire and Outagamie Counties	\$7,275
3.	College Table Tennis National Championships (2022) Eau Claire County	\$8,740
4.	Elite One Cup Qualifier (2021) Outagamie County	\$5,982
5.	Kenosha Marathon Kenosha County	\$10,000
6.	National Professional Fishing League Bass Tournament Winnebago County	\$10,000
7.	Tackle Warehouse TITLE Pro Circuit Championship La Crosse County	\$20,000
8.	U.S. Olympic Time Trials Long Track (2022) Milwaukee County	\$20,000
9.	USA Climbing National Championships (2021) Dane County	\$20,000
	TOTAL	\$111,997

The nine Ready, Set, Go! grants are expected to generate more than \$22 million in visitor expenditures.

MEETINGS MEAN BUSINESS MARKETING GRANTS

1.	Going on Faith Conference Brown County	\$20,000
2.	Sports Broadcast Symposium & Dream Job Competition Rock County	\$7,230
	TOTAL	\$27,230

The two Meetings Mean Business grants are expected to generate more than \$175 thousand in visitor expenditures.



For more information on the Department of Tourism grant programs, visit Industry.TravelWisconsin.com/grants

FY 2021 GRANT AWARDS

- 1 = Joint Effort Marketing Grant
- 1 = Destination Marketing Grant
- ◆ 1 = Tourist Information Center Grant
- ▲ 1 = Ready, Set, Go! Sports Marketing Grant
- ★ = Meetings Mean Business Grant

