



**WISCONSIN**  
— DEPARTMENT OF TOURISM —

# GRANT AWARDS

**FY 2021**



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

## JOINT EFFORT MARKETING GRANTS

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

## DESTINATION MARKETING GRANTS

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

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



## TOURIST INFORMATION CENTER GRANTS

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

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

## READY, SET GO! SPORTS MARKETING GRANTS

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

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

## MEETINGS MEAN BUSINESS MARKETING GRANTS

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

**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](https://Industry.TravelWisconsin.com/grants)

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