



**WISCONSIN**  
— DEPARTMENT OF TOURISM —

# GRANT AWARDS

FY 2022



Fiscal Year 2022 | July 1, 2021 - June 30, 2022

## JOINT EFFORT MARKETING GRANTS

1. <b>Destination Weddings in Oshkosh - Year 2</b> Winnebago County	\$20,000
2. <b>Fat Bike World Championships</b> St. Croix County	\$10,150
3. <b>Rib Mountain Adventure Challenge - Year 2</b> Marathon County	\$4,395
4. <b>Winter Wonders 2021: Boerner Bigger and Brighter - Year 3</b> Milwaukee County	\$16,638
5. <b>Barron County Pro Rodeo Event - Year 3</b> Barron County	\$17,313
6. <b>Blue Ox Music Festival - Year 2</b> Eau Claire County	\$19,875
7. <b>Bourbon, Bluegrass &amp; Brews</b> Pierce County	\$24,788
8. <b>Country Jam USA-Operation Head East - Year 2</b> Eau Claire County	\$39,500
9. <b>DAS Fest USA - Year 2</b> Walworth County	\$24,500
10. <b>Dirty Ninja Mud Run for Kids™ - Year 2</b> Washington County	\$5,000
11. <b>Eau Claire Marathon</b> Eau Claire County	\$39,500
12. <b>Glass Lakeside Art Show &amp; Sale Arts Festival</b> Winnebago County	\$39,500
13. <b>The Nature of Light: An Exploration After Dark</b> Winnebago County	\$28,250
14. <b>Wisconsin River Pro Rodeo</b> Lincoln County	\$12,750
15. <b>The Antigo Lions Roaring Raceway Championship Off-Road Race Event</b> Langlade County	\$20,000
16. <b>(62nd Annual) Art at the Park - Year 2</b> Outagamie County	\$5,000
17. <b>Art Escape</b> Bayfield County	\$29,763
18. <b>Country Fest 2022</b> Chippewa County	\$30,000
19. <b>Dino Daze - Year 2</b> Green Lake County	\$1,000
20. <b>Northwoods Fall Ride</b> Lincoln County	\$30,000
21. <b>Ride Across Wisconsin</b> Multiple Counties	\$39,550
22. <b>Rock Fest 2022</b> Chippewa County	\$30,000
23. <b>Stormy Kromer: Evolution of a Classic</b> Marathon County	\$28,250
24. <b>Taste N Glow Balloon Fest</b> Marathon County	\$29,663
25. <b>U.S. Open Chainsaw Sculpture Championship</b> Eau Claire County	\$30,000
26. <b>Wisconsin Arts and Peony Festival</b> Dodge County	\$7,381
27. <b>All Aboard for Osceola Tourism - Year 2</b> Polk County	\$39,550
28. <b>Art &amp; Chalk Fest 2022 A Live Arts Festival - Year 2</b> Washington County	\$15,450
29. <b>Coon Creek Canoe Race - Year 3</b> Vernon County	\$1,575
30. <b>Crandon Rocks Labor Day Weekend - Year 2</b> Forest County	\$30,000
31. <b>ElktoberFest</b> Sheboygan County	\$27,928
32. <b>Friends of Rapids Music Festival 2022 - Year 2</b> Wood County	\$1,915

33. <b>Ice Carving Challenge 2022</b> Marinette County	\$14,250
34. <b>J.R.R. Tolkien: The Art of the Manuscript</b> Milwaukee County	\$27,825
35. <b>Jack-O'-Lantern Nights at Racine Zoo</b> Racine County	\$39,550
36. <b>Mineral Point Blues and Roots Festival 2022 - Year 2</b> Iowa County	\$2,150
37. <b>Whitewater Storytelling Festival - Year 2</b> Walworth County	\$1,850
<b>TOTAL AWARDED</b>	<b>\$784,809</b>

## DESTINATION MARKETING GRANTS

1. <b>Discover Polk County Wisconsin</b> Polk County	\$13,075
2. <b>Fox Cities Rebranding - Fox Cities Originals - Year 3</b> Outagamie County	\$35,000
3. <b>Oneida County Research Project: Diversity, Equity, Accessibility, Inclusion</b> Oneida County	\$39,550
4. <b>Quad-County Trail Adventures</b> Oconto, Florence, Forest, and Marinette Counties	\$39,550
5. <b>Sledding in Sawyer County: A Snowmobile Friendly Community - Year 2</b> Sawyer County	\$11,225
6. <b>Vilas County Demographic Traveler Research and Branding Project</b> Vilas County	\$39,550
7. <b>Visit Marshfield Branding Campaign - Year 3</b> Wood County	\$12,750
8. <b>Come Out and Play! Driftless Wisconsin - Year 3</b> Multiple Counties	\$7,841
9. <b>Frank Lloyd Wright Trail Relaunch</b> Multiple Counties	\$39,550
10. <b>Northern Wisconsin ATV/UTV Traveler Development Project - Year 2</b> Multiple Counties	\$39,550
11. <b>#welovethenorthwoods Regional Marketing Campaign - Year 3</b> Multiple Counties	\$28,000
12. <b>Wisconsin Art Museums Collaboration</b> Statewide	\$39,550
<b>TOTAL AWARDED</b>	<b>\$345,191</b>

**Economic impact driven by the marketing from JEM grant projects is expected to exceed \$39 million.**



## TOURIST INFORMATION CENTER GRANTS

1. <b>Antigo</b> Langlade County	\$500
2. <b>Ashland</b> Ashland County	\$6,605
3. <b>Beloit</b> Rock County	\$14,446
4. <b>Burlington</b> Racine County	\$3,092
5. <b>Cable</b> Bayfield County	\$1,401
6. <b>Door County</b> Door County	\$15,000
7. <b>Hayward</b> Sawyer County	\$1,901
8. <b>Kenosha</b> Kenosha County	\$15,000
9. <b>La Crosse</b> La Crosse County	\$3,636
10. <b>Madeline Island</b> Ashland County	\$1,192
11. <b>Marinette</b> Marinette County	\$8,402
12. <b>Milwaukee</b> Milwaukee County	\$1,191
13. <b>Platteville</b> Grant County	\$13,492
14. <b>Prairie du Chien</b> Crawford County	\$15,000
15. <b>Racine</b> Racine County	\$10,439
16. <b>Spoooner</b> Washburn County	\$1,901
17. <b>St Croix Falls</b> Polk County	\$8,401
18. <b>Stevens Point</b> Portage County	\$8,401
19. <b>Superior</b> Douglas County	\$15,000
20. <b>Wisconsin Dells</b> Sauk County	\$15,000
<b>TOTAL AWARDED</b>	<b>\$160,000</b>



## READY, SET, GO! SPORTS MARKETING GRANTS

1. <b>Wisconsin United Football Club Patriot Cup</b> Outagamie County	\$6,250
2. <b>ACO Heroes Cup</b> Brown County	\$20,000
3. <b>Great Lakes Watercross Series- Kenosha and Racine/Mt. Pleasant</b> Kenosha County	\$6,512
4. <b>Women's World Challenge</b> Brown County	\$10,000
5. <b>IIHF U18 Women's World Championships</b> Dane County	\$10,000
6. <b>United States Senior Open Championship (USSO)</b> Portage County	\$30,000
7. <b>Olympic Team Trials and US Boxing National Championships</b> Dane County	\$20,000
<b>TOTAL AWARDED</b>	<b>\$102,762</b>

The seven Ready, Set, Go! grants are expected to generate more than \$14 million in economic impact.

## MEETINGS MEAN BUSINESS MARKETING GRANTS

1. <b>Annual NAMCS Meeting</b> La Crosse County	\$2,750
2. <b>Supreme Session</b> Dane County	\$5,000
3. <b>National Association of Congregational Christian Churches Annual Meeting &amp; Conference</b> Waukesha County	\$20,000
4. <b>World Congress Genetic Applied Livestock Production</b> Dane County	\$20,000
5. <b>Health Physics Society Annual Meeting</b> Dane County	\$10,000
6. <b>TBEX North America</b> Eau Claire County	\$30,000
7. <b>Wisconsin Golf Travel Showcase</b> Portage County	\$29,488
<b>TOTAL AWARDED</b>	<b>\$117,238</b>

The seven Meetings Mean Business grants are expected to generate more than \$5 million in economic impact.



For more information on the Department of Tourism grant programs, visit [Industry.TravelWisconsin.com/industry-resources/grants](http://Industry.TravelWisconsin.com/industry-resources/grants)



