



WISCONSIN
— DEPARTMENT OF TOURISM —

GRANT AWARDS

FY 2023



Fiscal Year 2023 | July 1, 2022 - June 30, 2023

JOINT EFFORT MARKETING GRANTS

1.	American Players Theatre Presents Art in the Woods - Year 3 Iowa County	\$26,500	33.	Ribfest Walworth County	\$35,550
2.	Antigo Lions Roaring Raceway Championship Off-Road Race Event 2023 - Year 2 Landglade County	\$7,000	34.	Ride Across Wisconsin - Year 2 Multiple Counties	\$19,050
3.	Art 64 Milwaukee County	\$22,086	35.	Ridges & Rivers Book Festival Vernon County	\$10,000
4.	Art Escape - Year 2 Bayfield County	\$22,750	36.	RockFest 2023 - Year 2 Chippewa County	\$20,000
5.	Bart at TMA Outagamie County	\$18,675	37.	Rodin: Contemplation and Dreams Winnebago County	\$28,250
6.	Beet Street Festival Milwaukee County	\$28,500	38.	Summerfest Tech Milwaukee County	\$10,000
7.	Blossom of Lights Marathon County	\$15,000	39.	Symphony Blockbuster Stay and Play Milwaukee County	\$39,550
8.	Bourbon, Bluegrass & Brews - Year 2 Pierce County	\$11,375	40.	Taste N Glow Balloon Festival 2023 - Year 2 Marathon County	\$39,550
9.	Cheese Capital Festival in Plymouth, WI Sheboygan County	\$15,006	41.	Taste of Madison Dane County	\$35,551.25
10.	Christkindl Market in the Broadway District Brown County	\$20,000	42.	The Red Cedar Film Festival Dunn County	\$4,838
11.	Cloth as Land: Hmong Indigeneity Sheboygan County	\$28,250	43.	U.S. Open Chainsaw Sculpture Championship - Year 2 Eau Claire County	\$20,000
12.	Come Out and Play! Special Deals Multiple Counties	\$24,867	44.	Wisconsin Learn to Ski and Snowboard Week - Year 3 Multiple Counties	\$17,375
13.	Country Fest 2023 - Year 2 Chippewa County	\$20,000	45.	Wisconsin River Pro Rodeo - Year 2 Lincoln County	\$12,705
14.	East Troy Lights 2022 - Year 3 Walworth County	\$5,856.25	46.	Wisconsin Shakespeare Festival Eau Claire County	\$10,000
15.	Eau Claire HmongFest Eau Claire County	\$20,000	47.	World Premiere Wisconsin Festival Multiple Counties	\$39,550
16.	Eau Claire Jazz Festival Eau Claire County	\$25,000		TOTAL AWARDED	\$931,861.50
17.	Eau Claire Marathon - Year 2 Eau Claire County	\$39,500			
18.	Elktoberfest - Year 2 Sheboygan County	\$15,456			
19.	Expedition Celebration (350th) Crawford County	\$39,500			
20.	Fresh Coast Jazz Festival Waukesha County	\$22,312.50			
21.	Ginormous Pumpkin Festival Eau Claire County	\$10,000			
22.	Glass Lakeside Art Show & Sale (GLASS) Arts Festival - Year 2 Winnebago County	\$14,000			
23.	Harvest Moon Fest Grant County	\$6,525			
24.	Heritage Maker's Market Manitowoc County	\$5,847			
25.	Ironbull Red Granite Grinder 2023 Marathon County	\$14,209			
26.	Jordan Buck Day Burnett County	\$5,000			
27.	Madison By Bike Trail Experience Dane County	\$39,000			
28.	Nightlight Milwaukee County	\$25,000			
29.	Northwoods Fall Ride - Year 2 Lincoln County	\$21,777			
30.	Phelps Twin Triathlon Vilas County	\$1,162.50			
31.	Pink Ladies Night Barron County	\$10,000			
32.	Project North Festival - Year 3 Oneida County	\$9,738			

DESTINATION MARKETING GRANTS

1.	Bayfield Area Trails Economic and Social Impact Study Bayfield County	\$13,798
2.	Destination Marketing Development for Sawyer County Sawyer County	\$15,712.50
3.	Discover The Great Pinery Marathon County	\$28,775
4.	Elevating Meetings & Conventions in the La Crosse Region La Crosse County	\$29,622
5.	Into the Great Nearby Marathon County	\$20,000
6.	Promoting Wisconsin as "America's #1 Golf Destination" - Year 3 Multiple Counties	\$39,550
7.	Vilas County Demographic Traveler Research Destination" - Year 2 Vilas County	\$25,000
8.	Wisconsin Art Museums Destination Marketing - Year 2 Multiple Counties	\$39,550
	TOTAL AWARDED	\$212,007.50

Visitor spending driven by the marketing from JEM grant projects is expected to exceed

\$42 MILLION.

TOURIST INFORMATION CENTER GRANTS

1. Ashland Ashland County	\$7,471
2. Beloit Rock County	\$15,000
3. Burlington Racine County	\$1,500
4. Door County Door County	\$15,000
5. Kenosha Kenosha County	\$7,500
6. La Crosse La Crosse County	\$14,706
7. Madeline Island Ashland County	\$4,827
8. Marinette Marinette County	\$7,500
9. Milwaukee Milwaukee County	\$4,700
10. Mount Horeb Dane County	\$1,500
11. New Glarus Green County	\$1,000
12. Platteville Grant County	\$14,296
13. Prairie du Chien Crawford County	\$15,000
14. St Croix Falls Polk County	\$15,000
15. Stevens Point Portage County	\$12,500
16. Superior Douglas County	\$7,500
17. Wisconsin Dells Sauk County	\$15,000

TOTAL AWARDED

\$160,000



READY, SET, GO! SPORTS MARKETING GRANTS

1. Big Bass Tour La Crosse County	\$20,000
2. Cabela's/Bass Pro National Team Championship Marinette County	\$10,000
3. 2024 Cheesehead Collegiate Duals Outagamie County	\$2,040
4. 2024 USA Gymnastics Region IV Xcel Championships Brown County	\$10,000
5. Major League Fishing (MLF) Tackle Warehouse Invitational La Crosse County	\$10,000
6. Mercury Racing Midwest Challenge (Powerboat Championship) Sheboygan County	\$20,000
7. Minnesota Røkk Home Series Dane County	\$10,000
8. 2024 National College Table Tennis Championships Eau Claire County	\$8,816
9. National Walleye Tour Oconto County	\$5,000
10. 2023 Select Events Basketball Tournament Outagamie County	\$5,760
11. 2023 USA Powerlifting International High School World Cup Outagamie County	\$6,435.50
12. USA Triathlon National Championships and Professional Triathlete Organization Championships Milwaukee County	\$20,000

TOTAL AWARDED

\$128,051.50

The 12 Ready, Set, Go! grants are expected to generate more than **\$13.5 MILLION** in visitor spending.

MEETINGS MEAN BUSINESS MARKETING GRANTS

1. AbSciCon 2026 Dane County	\$20,000
2. Agritourism Learning Retreat at Helene's Hilltop Orchard Marathon County	\$3,963
3. The Association of Great Lakes Outdoor Writers (AGLOW) Eau Claire County	\$15,000
4. International Motor Coach Group (IMG) - Annual Strategic Alliance Meeting (SAM) and Sales Meeting Brown County	\$30,000
5. National Independent Venue Association (NIVA) Annual Conference Eau Claire County	\$15,000
6. PGI (Pyrotechnics Guild International) 2023 Winnebago County	\$19,408

TOTAL AWARDED

\$103,371

The six Meetings Mean Business grants are expected to generate more than **\$4.3 MILLION** in visitor spending.

FY 2023 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

