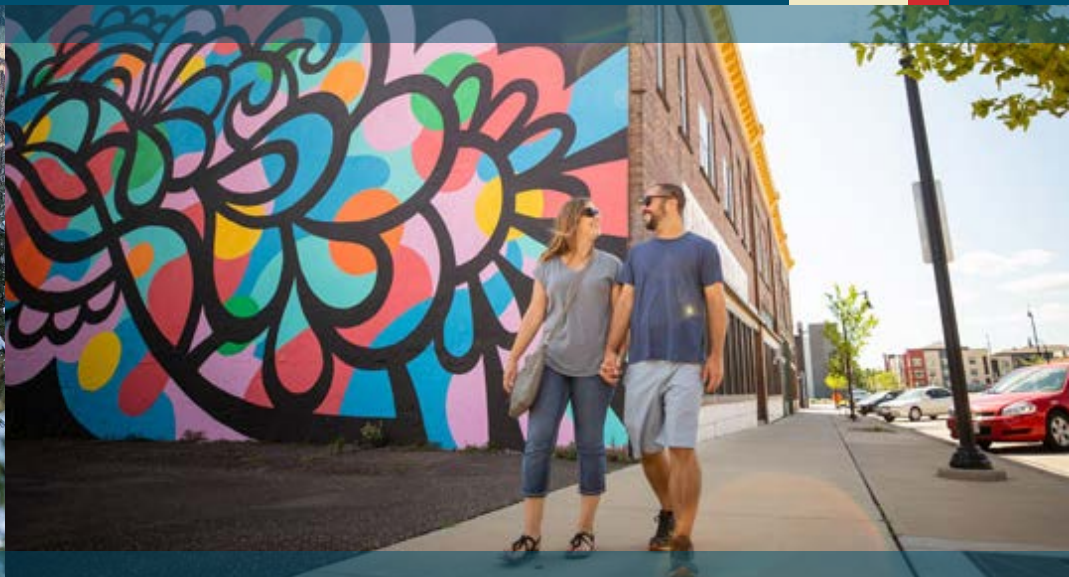




WISCONSIN
— DEPARTMENT OF TOURISM —

GRANT AWARDS

FY 2024



Fiscal Year 2024 | July 1, 2023 - June 30, 2024

JOINT EFFORT MARKETING GRANTS

1.	25 Million Stitches Exhibition <i>One-Time/One-of-A-Kind</i> Ozaukee County	\$15,000	33.	Ridges & Rivers Book Festival - Year 2 <i>New Event</i> Vernon County	\$16,707
2.	Art 64 - Year 2 <i>Existing Event</i> Milwaukee County	\$18,660	34.	2024 Scavenger Games: The Ultimate Citywide Adventure <i>New Event</i> Walworth County	\$28,296.75
3.	Art Escape - Year 3 <i>New Event</i> Bayfield County	\$9,882.50	35.	Snowy Traditions Start in Bayfield <i>Sales Promotion</i> Bayfield County	\$15,000
4.	The Balloon Adventure <i>New Event</i> Walworth County	\$25,000	36.	Summerfest Tech - Year 2 <i>Existing Event</i> Milwaukee County	\$19,925
5.	Between the Bluffs Frothbite Festival <i>Existing Event</i> La Crosse County	\$33,000	37.	Symphony Blockbuster Stay and Play - Year 2 <i>Sales Promotion</i> Milwaukee County	\$20,000
6.	Blossom of Lights - Year 2 <i>Existing Event</i> Marathon County	\$29,662.50	38.	Taste of Madison 2024 - Year 2 <i>Existing Event</i> Dane County	\$14,831.25
7.	Blues, Brews, and Barbecues <i>Existing Event</i> Marinette County	\$10,125	39.	The Book Smugglers: Partisans, Poets and the Race to Save Jewish Treasures from the Nazis <i>One-Time/One-of-A-Kind</i> Milwaukee County	\$15,000
8.	Bockfest <i>New Event</i> Washington County	\$15,000	40.	The Pink Ladies Night - Year 2 <i>Existing Event</i> Barron County	\$7,500
9.	Cheese Capital Festival in Plymouth, WI - Year 2 <i>New Event</i> Sheboygan County	\$7,000	41.	Treadhead Cycling Fall Tour Ride <i>Existing Event</i> Walworth County	\$2,500
10.	Cheesy Passport to Green County Swiss-cousin <i>Sales Promotion</i> Green County	\$25,548	42.	Waupun IceFest <i>New Event</i> Fond du Lac County	\$16,095
11.	Christkindl Market - Year 2 <i>New Event</i> Brown County	\$20,000	43.	Wisconsin Grilled Cheese Championship <i>Existing Event</i> Iowa County	\$5,000
12.	Christkindl Market Door County - Year 2 <i>New Event</i> Door County	\$17,025	44.	Wisconsin Sand Sculpting Festival <i>Existing Event</i> Manitowoc County	\$3,898.50
13.	City of Festivals Sales Promotion <i>Sales Promotion</i> Milwaukee County	\$25,000	45.	Wisconsin Shakespeare Festival - Year 2 <i>New Event</i> Eau Claire County	\$10,000
14.	Cultures & Communities Festival <i>Existing Event</i> Milwaukee County	\$39,550	46.	World's Tallest Glass Tree <i>Existing Event</i> Walworth County	\$38,839.50
15.	Eau Claire HmongFest - Year 2 <i>New Event</i> Eau Claire County	\$20,000			
16.	Eau Claire Jazz Festival - Year 2 <i>Existing Event</i> Eau Claire County	\$25,000		TOTAL AWARDED	\$852,349.38
17.	Elktoberfest - Year 3 <i>New Event</i> Sheboygan County	\$5,090.25	<div style="background-color: #fff9c4; padding: 10px; border: 1px solid #ccc;"> <p>Visitor spending driven by the marketing from JEM grant projects is expected to exceed</p> <h1 style="margin: 0;">\$25.8 MILLION</h1> </div>		
18.	First Tracks Fridays <i>Sales Promotion</i> Multiple Counties	\$39,500			
19.	Fox Cities Marathon New Geography Marketing Campaign <i>Existing Event</i> Winnebago County	\$20,000	DESTINATION MARKETING GRANTS		
20.	Ginormous Pumpkin Festival - Year 2 <i>Existing Event</i> Eau Claire County	\$10,000	1.	Dodge County Tourism Dodge County	\$39,550
21.	Glass Lakeside Art Show & Sale (GLASS) Arts Festival - Year 3 <i>New Event</i> Winnebago County	\$7,000	2.	How Do You Winter? Eau Claire County	\$25,000
22.	Happy Holidays at the Harbor <i>Sales Promotion</i> Ozaukee County	\$15,609.38	3.	Oconto County, Who? Oconto County	\$9,562.50
23.	Harry Whitehorse International Wood Sculpture Festival <i>New Event</i> Dane County	\$39,550	4.	Oneida County Research Project: Diversity, Equity, Inclusion, Accessibility - Year 2 Oneida County	\$25,000
24.	Haunted Happenings <i>Existing Event</i> Winnebago County	\$24,356.25	5.	Rhineland Area Destination Branding Campaign - Year 2 Oneida County	\$39,500
25.	Heritage Maker's Market - Year 2 <i>New Event</i> Manitowoc County	\$2,500	6.	Vilas and Oneida Counties Snowmobile Travel Campaign Vilas and Oneida Counties	\$25,000
26.	Ironbull Red Granite Grinder 2024 - Year 2 <i>Existing Event</i> Marathon County	\$9,335	7.	Spring 2025 Promoting Polk County Growth Market - Year 2 Polk County	\$27,075
27.	Jack-O'-Lantern Nights at Racine Zoo - Year 2 <i>New Event</i> Racine County	\$29,550	8.	Trempealeau County Tourism Marketing Development Trempealeau County	\$16,964.46
28.	Milwaukee Regatta - Year 2 <i>New Event</i> Milwaukee County	\$15,000	9.	Vilas County Demographic Traveler Research And Branding Project - Year 3 Vilas County	\$17,250
29.	MOWA: Ho-Chunk Black Ash Basketry Exhibition <i>One-Time/One-of-A-Kind</i> Washington County	\$21,187.50	10.	Visit Milwaukee Brand Relaunch Milwaukee County	\$29,662.50
30.	Murals In Motion <i>New Event</i> Walworth County	\$10,000	11.	Wisconsin Art Museums Destination Marketing - Year 3 Multiple Counties	\$30,000
31.	Reverb Festival <i>Existing Event</i> Eau Claire County	\$25,000		TOTAL AWARDED	\$284,564.46
32.	Ribfest 2024 - Year 2 <i>Existing Event</i> Walworth County	\$29,625			

TOURIST INFORMATION CENTER GRANTS

1. Ashland Ashland County	\$7,265
2. Beloit Rock County	\$15,000
3. Boulder Junction Vilas County	\$1,500
4. Hayward Sawyer County	\$3,000
5. Door County Door County	\$4,750
6. Kenosha Kenosha County	\$15,000
7. La Crosse La Crosse County	\$14,500
8. Ladysmith Rusk County	\$1,500
9. Madeline Island Ashland County	\$5,413
10. Marinette Marinette County	\$9,000
11. Minocqua Oneida County	\$11,000
12. Mount Horeb Dane County	\$4,413
13. Platteville Grant County	\$11,000
14. Prairie du Chien Crawford County	\$15,000
15. Racine Racine County	\$4,413
16. St Croix Falls Polk County	\$12,500
17. Stevens Point Portage County	\$7,751
18. Superior Douglas County	\$2,495
19. Wisconsin Dells Sauk County	\$14,500
TOTAL AWARDED	\$160,000

READY, SET, GO! SPORTS MARKETING GRANTS

1. 2024 American Cornhole Organization La Crosse Major La Crosse County	\$2,500
2. American Pickleball Tour La Crosse County	\$3,064.78
3. Bassmaster B.A.S.S. Nation Qualifier #3 La Crosse County	\$10,000
4. Bassmaster Opens Elite Qualifier (Opens EQ) La Crosse County	\$2,170.07
5. High School World Powerlifting Cup Brown County	\$5,000
6. Intercollegiate Team and Singles Championships Brown County	\$5,300
7. 2024 Official Strongman Games Dane County	\$10,000

8. 2025 Oireachtas Milwaukee County	\$20,000
9. Perfect Game Super 25, Perfect Game Wisconsin Elite, Perfect Game Wisconsin World Series Rock County	\$7,454.03
10. 2025 US All-Stars Volleyball Championships Dane County	\$20,000
11. 2024 US Hickory Open Kenosha County	\$4,000
12. US Masters Alpine National Championships Marathon County	\$30,000
13. 2024 US Snowshoe Association National Championship Eau Claire County	\$1,500
14. 2025 US Womens Disc Golf Championships Manitowoc County	\$5,000
15. 2024 USA Curling Junior National Championships Eau Claire County	\$3,000
16. USA Cycling Para Cycling Road National Championships Rock County	\$4,902.50
17. USA Powerlifting High School Nationals Championships Outagamie County	\$6,500
18. YMCA National Gymnastics Championship & Invitational Brown County	\$5,000

TOTAL AWARDED

\$145,391.38

The 18 Ready, Set, Go! grants are expected to generate more than

\$14.8 MILLION

in visitor spending.

MEETINGS MEAN BUSINESS MARKETING GRANTS

1. American Peony Society Convention Dodge County	\$6,205.62
2. Connect Marketplace 2024 Milwaukee County	\$30,000
3. IJA Festival Brown County	\$10,250
4. International Snowmobile Congress Brown County	\$10,000
5. National Tour Association Travel Exchange Dane County	\$10,000
6. National Water Quality Monitoring Council's Biennial National Monitoring Conference 2025 Brown County	\$5,000
7. Thousand Lakes Region for the National Model Railroads Eau Claire County	\$3,153

TOTAL AWARDED

\$74,608.62

The seven Meetings Mean Business grants are expected to generate more than

\$7.2 MILLION

in visitor spending.

FY 2024 GRANT AWARDS

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

