



**WISCONSIN**  
— DEPARTMENT OF TOURISM —

# GRANT AWARDS

FY 2025



Fiscal Year 2025 | July 1, 2024 - June 30, 2025



## JOINT EFFORT MARKETING GRANTS

1.	<b>A Beautiful Experience: The Midwest Grotto Tradition</b> <i>One-Time/One-of-A-Kind</i>   Sheboygan County	\$28,250
2.	<b>American Power Boat Association Races (APBA)</b> <i>New Event</i>   Marathon County	\$36,844
3.	<b>APT Immersion Weekend</b> <i>New Event</i>   Iowa County	\$39,075
4.	<b>Art 64 - Year 3</b> <i>New Event</i>   Milwaukee County	\$9,100
5.	<b>ArtBlaze on the Beach</b> <i>Existing Event</i>   Milwaukee County	\$17,625
6.	<b>The Balloon Adventure - Year 2</b> <i>New Event</i>   Walworth County	\$30,025
7.	<b>The Brilliance of the Spanish World: El Greco, Velázquez, Zurbarán Exhibition</b> <i>One-Time/One-of-A-Kind</i>   Milwaukee County	\$28,250
8.	<b>Between the Bluffs Frothbite Festival - Year 2</b> <i>Existing Event</i>   La Crosse County	\$10,000
9.	<b>Bockfest - Year 2</b> <i>New Event</i>   Washington County	\$8,750
10.	<b>Cheese Capital Festival - Year 3</b> <i>New Event</i>   Sheboygan County	\$4,000
11.	<b>Cheese Passport to Green County Swiss-consin - Year 2</b> <i>Sales Promotion</i>   Green County	\$18,830
12.	<b>Choices of Consequence: Denmark and the Holocaust</b> <i>One-Time/One-of-A-Kind</i>   Milwaukee County	\$15,000
13.	<b>Christkindl Market Door County - Year 3</b> <i>New Event</i>   Door County	\$8,700
14.	<b>2025 Coon Creek Confluence</b> <i>Existing Event</i>   Vernon County	\$15,000
15.	<b>Dairyland Balloon Jubilee</b> <i>New Event</i>   Marathon County	\$10,000
16.	<b>Door County Plein Air Festival</b> <i>Existing Event</i>   Door County	\$39,550
17.	<b>Eau Claire Fall Festival</b> <i>Existing Event</i>   Eau Claire County	\$5,115.12
18.	<b>Flannelfest 2025</b> <i>Existing Event</i>   Rock County	\$12,000
19.	<b>Gridiron Garments</b> <i>One-Time/One-of-A-Kind</i>   Marathon County	\$27,675
20.	<b>Happy Holidays at the Harbor - Year 2</b> <i>Sales Promotion</i>   Ozaukee County	\$10,450
21.	<b>Haunted Happenings - Year 2</b> <i>Existing Event</i>   Winnebago County	\$20,358.62
22.	<b>The 2025 IFSS World Championships on Dryland</b> <i>One-Time/One-of-A-Kind</i>   Oneida County	\$28,250
23.	<b>Jack-O'-Lantern Nights at Racine Zoo - Year 3</b> <i>New Event</i>   Racine County	\$15,000
24.	<b>LaCrosseAF - Adventure Festival</b> <i>New Event</i>   La Crosse County	\$38,457
25.	<b>Make Baraboo Your Winter Quarters!</b> <i>Sales Promotion</i>   Sauk County	\$10,425
26.	<b>Northland Mardi Gras</b> <i>Existing Event</i>   Rusk County	\$7,125
27.	<b>Rib Mountain Trail Races</b> <i>Existing Event</i>   Marathon County	\$8,380
28.	<b>Ridges &amp; Rivers Book Festival - Year 3</b> <i>New Event</i>   Vernon County	\$8,437
29.	<b>2025 Scavenger Games: The Ultimate Citywide Adventure - Year 2</b> <i>New Event</i>   Walworth County	\$5,115.13
30.	<b>Skiing Wisconsin First Tracks Fridays - Year 2</b> <i>Sales Promotion</i>   Multiple Counties	\$24,176
31.	<b>102nd Annual Snowflake Ski Jump Tournament</b> <i>Existing Event</i>   Vernon County	\$6,750
32.	<b>Snowy Traditions Start in Bayfield - Year 2</b> <i>Sales Promotion</i>   Bayfield County	\$19,750

33.	<b>Summer Jam</b> <i>New Event</i>   Eau Claire County	\$39,550
34.	<b>Sun Prairie Mural Fest</b> <i>New Event</i>   Dane County	\$20,625
35.	<b>Tall Ships Sturgeon Bay 2025</b> <i>New Event</i>   Door County	\$38,505
36.	<b>Tiffany's Gardens in Glass</b> <i>One-Time/One-of-A-Kind</i>   Winnebago County	\$28,250
37.	<b>Turtle Fest: A Shellabration at Discovery World</b> <i>New Event</i>   Milwaukee County	\$11,350
38.	<b>Waaswaaganing Indian Bowl - 75th Year</b> <i>Existing Event</i>   Vilas County	\$29,089.50
39.	<b>Waterfowl Hunters Expo</b> <i>Existing Event</i>   Winnebago County	\$39,250
40.	<b>Waupun IceFest - Year 2</b> <i>New Event</i>   Fond du Lac County	\$19,095
41.	<b>Wisconsin Art Destinations: Visit 3 = Get a T!</b> <i>Sales Promotion</i>   Multiple Counties	\$39,550
42.	<b>The World's Largest Brat Fest</b> <i>New Event</i>   Dane County	\$24,000
43.	<b>World's Tallest Glass Tree - Year 2</b> <i>Existing Event</i>   Walworth County	\$36,500

**TOTAL AWARDED**

**\$892,245.37**

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

**\$33.7 MILLION**



## DESTINATION MARKETING GRANTS

1.	<b>Ashland County Brand Development Project</b>   Ashland County	\$39,500
2.	<b>Dodge County Brand Development Project - Year 2</b>   Dodge County	\$39,550
3.	<b>How Do You Winter? - Year 2</b>   Eau Claire County	\$35,000
4.	<b>Milwaukee International: Canada Travel Initiative</b>   Milwaukee County	\$35,000
5.	<b>Rhineland Area Destination Branding Campaign - Year 3</b>   Oneida County	\$14,115
6.	<b>Vilas and Oneida Counties Snowmobile Travel Campaign - Year 2</b>   Vilas and Oneida Counties	\$39,550
7.	<b>Wisconsin Children's Museums - Destinations for Families Collaboration</b>   Multiple Counties	\$39,550
8.	<b>Wisconsin Great River Road, All-American Adventures</b>   Multiple Counties	\$39,550

**TOTAL AWARDED**

**\$281,815**

## READY, SET, GO! SPORTS MARKETING GRANTS

1.	<b>2026 Kayak Adventure Series</b> presented by GoPro Eau Claire County	\$5,000
2.	<b>2026 US Ski &amp; Snowboard Cross-Country Junior Nationals</b> Bayfield County	\$15,000
3.	<b>American Junior Golf Association Rolex Girls Junior Championship</b> Portage County	\$5,000
4.	<b>B.A.S.S. Nation Championship</b> La Crosse County	\$10,000
5.	<b>International Skating Union (ISU) World Cup Speedskating</b> Milwaukee County	\$14,195
6.	<b>Major League Fishing (MLF) Tackle Warehouse Invationals Championship</b> La Crosse County	\$10,000
7.	<b>National Walleye Tour Qualifying Event</b> La Crosse County	\$2,500
8.	<b>Professional Pickleball Association - Challenger Series</b> Chippewa County	\$10,000
9.	<b>Ranger XC Relays presented by Footlocker</b> Kenosha County	\$1,000
10.	<b>USA BMX Northwoods National 2026 Event</b> Oneida County	\$2,270.60
11.	<b>USA Cycling Masters and Junior Road National Championships</b> Racine County	\$6,000
12.	<b>USA Fencing 2025 National Championships and July Challenge</b> Milwaukee County	\$15,805
13.	<b>World Axe and Knife Throwing Championships</b> Outagamie County	\$14,806.40
14.	<b>World Horseshoe Championship Tournament</b> Marathon County	\$25,000

**TOTAL AWARDED** **\$ 136,577**

The 14 Ready, Set, Go! grants are  
expected to generate more than  
**\$12.1 MILLION**  
in visitor spending.

## MEETINGS MEAN BUSINESS MARKETING GRANTS

1.	<b>2025 International Moose Convention</b> Milwaukee County	\$30,000
2.	<b>2025 Midwest Honey Bee Expo</b> Waukesha County	\$5,500
3.	<b>2027 CCDA National Conference</b> Dane County	\$20,000
4.	<b>CIES 2027 Annual Conference</b> Dane County	\$10,000
5.	<b>REDCap Con</b> Portage County	\$8,628
6.	<b>Strength in Service: The Midwest Summit on Resilience and Renewal</b> Eau Claire County	\$9,295

**TOTAL AWARDED** **\$83,423**

The six Meetings Mean Business grants  
are expected to generate more than  
**\$20.8 MILLION**  
in visitor spending.

## TOURIST INFORMATION CENTER GRANTS

1.	<b>Algoma</b> Kewaunee County	\$3,000
2.	<b>Ashland</b> Ashland County	\$3,000
3.	<b>Beloit</b> Rock County	\$15,000
4.	<b>Door County</b> Door County	\$11,250
5.	<b>Florence</b> Florence County	\$1,000
6.	<b>Hayward</b> Sawyer County	\$1,000
7.	<b>Hayward Chamber</b> Sawyer County	\$1,000
8.	<b>Kenosha</b> Kenosha County	\$15,000
9.	<b>La Crosse</b> La Crosse County	\$15,000
10.	<b>Ladysmith</b> Rusk County	\$500
11.	<b>Madeline Island</b> Ashland County	\$3,000
12.	<b>Marinette</b> Marinette County	\$13,000
13.	<b>Milwaukee</b> Milwaukee County	\$500
14.	<b>Minocqua</b> Oneida County	\$1,000
15.	<b>Mount Horeb</b> Dane County	\$2,500
16.	<b>Platteville</b> Grant County	\$13,750
17.	<b>Prairie du Chien</b> Crawford County	\$15,000
18.	<b>Racine</b> Racine County	\$1,000
19.	<b>Rhineland</b> Oneida County	\$1,500
20.	<b>St. Croix Falls/Polk County</b> Polk County	\$12,250
21.	<b>Stevens Point</b> Portage County	\$14,750
22.	<b>Washburn County</b> Washburn County	\$500
23.	<b>Sturgeon Bay</b> Door County	\$500
24.	<b>Wisconsin Dells</b> Sauk County	\$15,000

**TOTAL AWARDED** **\$160,000**



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

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