



FY 2020

GRANT AWARDS

WISCONSIN

— DEPARTMENT OF TOURISM —



Fiscal Year 2020 | July 1, 2019 - June 30, 2020

JOINT EFFORT MARKETING GRANTS

1.	4th Annual Cars and Guitars Show - Year 2 Brown County	\$4,965
2.	American Players Presents Art in the Woods - Year 2 Iowa County	\$39,500
3.	The Art Preserve - Opening Celebration Sheboygan County	\$28,250
4.	Art Slam Manitowoc - Year 2 Manitowoc County	\$5,083
5.	Barron County Xtreme Bull Event Barron County	\$20,888
6.	Blue Ox Music Festival Eau Claire County	\$39,500
7.	Boulder Junction Forest Frenzy Winter Triathlon - Year 3 Vilas County	\$5,000
8.	Comics In Wisconsin: 50 Years of Funnies Washington County	\$28,182
9.	Coon Creek Canoe Race - Year 2 Vernon County	\$10,176
10.	Country Boom - Year 2 La Crosse County	\$39,550
11.	Country Jam USA - Operation Head East Eau Claire County	\$9,600
12.	The Crane Event! International Crane Foundation Grand Opening Sauk County	\$28,250
13.	Dirty Ninja Mud Run for Kids Washington County	\$5,000
14.	Driftless Outdoors Show - Year 3 La Crosse County	\$6,825
15.	East Troy Lights Walworth County	\$19,225
16.	Family Fall Festival - Year 2 Ashland County	\$10,514
17.	Getaway to Janesville, Wisconsin's Great Outside Rock County	\$7,700
18.	Indulge Milwaukee Milwaukee County	\$39,500
19.	Milwaukee Museum Week Milwaukee County	\$18,000
20.	Oshkosh Restaurant Week 2020 - Year 2 Winnebago County	\$7,500
21.	Price County QUADtoberFest ATV/UTV Rally Price County	\$7,061
22.	Project North Festival - Year 2 Oneida County	\$11,300
23.	Racine Zoo Lantern Festival - Year 2 Racine County	\$39,550
24.	Rib Mountain Adventure Challenge/Xtreme Weekend Marathon County	\$39,550
25.	Rome Fat Bike Fest Adams County	\$7,350
26.	Scandinavian Design and the United States Milwaukee County	\$28,250
27.	Shakespeare in the State Parks - The Winter's Tale - Year 2 Multiple Counties	\$7,200
28.	Shipwrecks of Door County - Year 3 Door County	\$12,800
29.	Spurs & Skis Skijoring Stampede - Year 2 Barron County	\$19,775
30.	Taste of Oneida County Oneida County	\$12,000
31.	The WashCo Outdoor Experience Sales Promotion Washburn County	\$20,500
32.	Welcome Back to Wisconsin's Great River Road Multiple Counties	\$20,000
33.	Winterfest & U.S. National Snow Sculpting - Year 2 Walworth County	\$35,300
34.	Wisconsin Game Fest - Year 2 Chippewa County	\$34,575
35.	Wisconsin Learn to Ski and Snowboard Week Multiple Counties	\$37,950
TOTAL		\$706,369

DESTINATION MARKETING GRANTS

1.	Celebrating & Growing Eau Claire's Kubb Culture - Year 2 Eau Claire County	\$15,000
2.	Central Wisconsin COVID-19 Recovery Multiple Counties	\$39,550
3.	Come Out and Play! Driftless Wisconsin Multiple Counties	\$29,910
4.	Dream Now, Travel Later Brown County	\$39,000
5.	Essential Madison Experiences - Year 2 Dane County	\$16,000
6.	Experience the Urban Outdoors of Greater Madison Dane County	\$35,250
7.	Fall in Love with the Byway - Year 3 Multiple Counties	\$21,000
8.	Fox Cities Re-Branding Outagamie County	\$39,550
9.	Grant County Driftless Reboot - Year 2 Grant County	\$10,000
10.	Lake Superior & Apostle Islands on Chequamegon Bay Ashland & Bayfield Counties	\$38,050
11.	Mammoth Hike Challenge on the Ice Age Trail Multiple Counties	\$39,525
12.	Scenic HWY 42 - More than a Route... A Destination Multiple Counties	\$9,578
13.	Sledding in Sawyer County Sawyer County	\$16,225
14.	Sports Milwaukee Brand Development Milwaukee County	\$20,847
15.	Wausau/Central WI: Wisconsin's Winter Playground Marathon County	\$39,500
16.	#WeLoveTheNorthWoods Multiple Counties	\$39,550
TOTAL		\$448,535

Visitor expenditures driven by the marketing from JEM grant projects are expected to exceed \$65 million.

READY, SET GO! SPORTS MARKETING GRANTS

1.	2020 US Figure Skating Upper Great Lakes Regional Singles Challenge	\$14,000
2.	Student Angler Federation High School Fishing World Finals & National Championship	\$20,000
3.	USA Triathlon Age Group National Championship	\$15,000
4.	United States Futsal 2021-2024 North Central Regional	\$20,000
5.	United States Snowshoe Association National Championship 2021	\$2,150
6.	World Bench Press & Deadlift Championship	\$5,000
TOTAL		\$76,150

The 6 Ready, Set, Go! grants are expected to generate more than \$4.6 million in visitor expenditures.

TOURIST INFORMATION CENTER GRANTS

1. Ashland	\$14,990
2. Bayfield	\$2,063
3. Beloit	\$15,000
4. Burlington	\$2,250
5. Eau Claire	\$1,500
6. Forest County	\$2,788
7. Kenosha	\$15,000
8. La Crosse	\$9,659
9. Madeline Island	\$500
10. Manitowoc	\$4,000
11. Marinette	\$3,500
12. Menomonie Welcome Center	\$15,000
13. Platteville	\$15,000
14. Prairie du Chien	\$15,000
15. Racine	\$3,250
16. Spooner	\$1,500
17. St. Croix Falls	\$12,500
18. Stevens Point	\$11,500
19. Superior	\$15,000
TOTAL	\$160,000

The 19 Tourist Information Centers that received grants provided Wisconsin travel information to approximately 680,000 customers.

MEETINGS MEAN BUSINESS MARKETING GRANTS

1. 2021 RCC Convention	\$2,500
2. Cru21 & Summer21	\$20,000
3. Destinations International Advocacy Summit & Fall Learning Week	\$5,000
4. IAGTO North America Golf Tourism Convention	\$20,000
5. Midwest Shrine Association 2022 Summer Session	\$20,000
6. National Conference on Undergraduate Research	\$20,000
7. National Junior Angus Show	\$10,000
8. National Outstanding Young Farmers of America 2021 Awards Congress	\$9,000
9. NIFA Safecon 2020 100th Anniversary	\$15,000
10. Society of American Travel Writers 2020 Annual Convention	\$20,000
TOTAL	\$141,500

The 10 Meetings Mean Business grants are expected to generate more than \$28.8 million in visitor expenditures.

WISCONSIN
—DEPARTMENT OF TOURISM—

For more information on the Department of Tourism grant programs, visit Industry.TravelWisconsin.com/grants



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