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State Tourism Promotion

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State Tourism Promotion

Introduction

The state has been involved in tourism promotion activities for more than 60 years. Chapter 403, Laws of 1959, directed the then-Department of Resource Development to survey the tourism industry, collect data on the scope of the industry, and recommend ways and means of stimulating it. Over the past several decades, state-sponsored research of the tourism industry has continued, and tourism promotion has expanded to include such activities as: (a) advertising the state's scenic, historic, cultural, recreational, and other attractions through digital, print, radio, and television communications; (b) providing information to prospective travelers by internet, social media, and telephone; (c) developing cooperative marketing programs with the state tourism industry; (d) administering tourism-related grants; and (e) administering tourism development programs that assist businesses and municipalities in identifying marketable features that may attract customers.

The Department of Tourism is headed by a Secretary appointed by the Governor and subject to Senate confirmation. The Wisconsin Arts Board is budgeted under Tourism, and the State Fair Park Board and Kickapoo Reserve Management Board are attached for limited administrative purposes.

The Council on Tourism is responsible for advising the Department, including formulation of an annual statewide tourism marketing strategy. The Council's 21 members include 14 gubernatorial appointees, the Secretary of Tourism, the Executive Secretary of the Arts Board, the Director of the Historical Society (or designees), and four appointed state legislators, one from each party of both the Senate and Assembly. Nominations for

appointments to the Council are sought from various associations, organizations and businesses related to tourism, including Native American tourism. Appointments seek to reflect the diversity of the tourism industry and achieve geographical balance throughout urban and rural areas of the state. All members, except ex-officio members, are required to have experience in marketing and promotion strategy.

Economic Impact of Travel

Tourism is considered a significant part of the state economy. However, different persons may have different conceptions of tourism. Some may view tourism as leisure travel by persons outside the area, while others may also include business travel or purchases of leisure goods by residents of an area.

Tourism contracts with Longwoods International and Tourism Economics to research annual traveler expenditures and resulting economic impacts. The contract cost for this research was \$124,600 in 2023-24. The study of the 2023 travel year and its impacts is based on: (a) Longwoods International surveys and the responses from travelers to Wisconsin on an overnight basis or from 50 miles away or farther; (b) lodging industry data; (c) international traveler data from surveys or other industry-provided information; and (d) state and federal reports. Longwoods and Tourism Economics use these findings, in combination with other data sources, to estimate total traveler spending and visits, as shown in Table 1.

For 2023, Tourism Economics estimates that Wisconsin tourism generated \$15.7 billion in

Table 1: Estimated Spending by Travelers

Calendar Year	Visitor Spending		Overnight Visits	
	Amount (Billions)	Percent Change	Number (Millions)	Percent Change
2013	10.84	4.4	38*	1.9%*
2014	11.42	5.4	39*	2.6*
2015	11.92	4.4	39.8	2.1*
2016	12.31	3.2	40.7	2.3
2017	12.69	3.1	41.4	1.7
2018	13.32	5.0	42.4	2.4
2019	13.69	2.8	42.8	0.9
2020	9.80	-28.4	32.3	-24.5
2021	12.86	31.2	39.9	23.5
2022	14.96	16.3	45.4	13.8
2023	15.71	5.0	45.9	1.1

*Certain years' reports provide more rounded estimates of overnight visits.

direct visitor spending. An estimated 59% of Wisconsin's domestic travel in 2023 were day trips, and 41% were overnight trips. These included travel for leisure, vacation, persons visiting friends or relatives, and business or convention travelers. The same study estimates the visitor spending by sector as follows: lodging (27%), restaurant food and beverage (26%), retail purchases (19%), transportation (14%), and recreation and entertainment (13%). These research reports and associated data, including county-level statistics, can be found on Tourism's website.

The U.S. Bureau of Economic Analysis estimates the nominal gross domestic product (GDP) of Wisconsin at approximately \$428 billion for

2023. The 2023 expenditure estimates therefore suggest direct visitor spending may account for perhaps 3.7% of total state GDP.

Tourism Promotion Funding

Tourism's marketing appropriations are supported by general purpose revenues (GPR), program revenue (PR) from tribal gaming receipts, and amounts from the segregated (SEG) transportation fund. All are biennial appropriations. Biennial appropriations allow Tourism to expend the total funds appropriated at any point in the biennium, including transferring expenditure authority from the second year to the first year of a biennium. Unencumbered funds, if any, revert back to the funding source at the close of the biennium. Tribal gaming PR reverts to the state general fund.

Funding for Tourism's marketing of the state's destinations has mostly remained within a range of \$15 million to \$17 million in recent biennia. Promotion-related appropriations were increased under 2023 Wisconsin Act 19, the 2023-25 biennial budget act, both on a one-time basis and as increases to the agency base. Table 2 shows funding levels for tourism promotion and program operations since 2015-16. (Table 2 excludes the Arts Board, which has been budgeted under Tourism

Table 2: Tourism Promotion Funding Levels

Fiscal Year	GPR Tourism Marketing	PR Tourism Marketing	SEG Tourism Marketing	Tourism Marketing Total	GPR Program Operations	PR Program Operations	SEG Program Operations	Other PR	Tourism Total
2015-16	\$2,327,100	\$9,127,100	\$1,591,400	\$13,045,600	\$2,680,000	\$345,300	\$12,100	\$109,000	\$16,192,000
2016-17	1,827,100	9,127,100	1,591,400	12,545,600	2,680,000	324,500	12,100	109,000	15,671,200
2017-18	1,909,600	9,127,100	1,591,400	12,628,100	2,464,600	319,300	12,100	99,100	15,523,200
2018-19	1,827,100	9,127,100	1,591,400	12,545,600	2,506,500	319,300	12,100	99,100	15,482,600
2019-20	2,080,400	9,127,100	1,591,400	12,798,900	3,231,800	133,400	12,100	99,100	16,275,300
2020-21	2,571,000	9,127,100	1,591,400	13,289,500	3,321,600	133,400	12,100	99,100	16,855,700
2021-22	2,571,000	9,127,100	1,591,400	13,289,500	3,404,900	141,100	12,100	99,100	16,946,700
2022-23	2,571,000	9,127,100	1,591,400	13,289,500	3,404,900	141,100	12,100	99,100	16,946,700
2023-24	35,571,000	9,127,100	1,591,400	46,289,500	3,791,600	0	12,100	99,100	50,192,300
2024-25	3,571,000	9,127,100	1,591,400	14,289,500	3,844,800	0	12,100	99,100	18,245,500

since 2011-12; the Arts Board is discussed in detail at the end of this paper.)

2023 Act 19 provided one-time funding of: (a) \$20 million in 2023-24 in a new continuing appropriation for general marketing, which is available to Tourism in the 2023-25 biennium and future fiscal years until exhausted; and (b) \$10 million in an existing GPR marketing appropriation, which must be encumbered or expended in the 2023-25 biennium. Act 19 also provided an ongoing increase of \$1 million GPR annually in an existing marketing appropriation. This funding begins in 2024-25.

For 2024-25, the Department is provided \$18,245,500 for tourism promotion functions, which includes: (a) \$7,415,800 in state general purpose revenues (GPR); (b) \$9,226,200 from program revenues (PR); and (c) \$1,603,500 from the segregated (SEG) transportation and conservation funds. The Department is also authorized 30.0 GPR-supported tourism development positions.

Table 3 compares the Wisconsin Department of Tourism budget with those of other states in the region and indicates the change in funding levels for each state between 2014-15 and 2024-25. For 2024-25, Wisconsin ranked third among the states in both tourism budget totals and budgeted dollars per capita. Most of these states' tourism budgets are financed from state general fund revenues. Some state tourism offices are at least partly supported by special-purpose taxes, such as those

on casinos and hotel operators.

Tourism Marketing Activities

The marketing component of the Department's budget directly affects the level of advertising and other activities that can be supported by Tourism. A total of \$14,289,500 is budgeted for marketing activities in 2024-25, with \$3,571,000 GPR, \$9,127,100 tribal gaming PR, and \$1,591,400 transportation fund SEG. These marketing funds account for 78% of the Department's appropriations in 2024-25, excluding the Arts Board.

Table 4 provides a breakdown for tourism marketing expenditures in 2023-24. Most marketing expenditures were for advertising, with a significant amount also expended for grants, particularly the Joint Effort Marketing (JEM) program. Excluded from the table are earmarks under 2023 Act 19 for Visit Milwaukee (\$1 million) and Discover Green Bay (\$2 million).

Expenditures shown in Table 4 also do not include encumbered or other unexpended amounts Tourism is carrying forward to 2024-25 under its biennial expenditure authority for marketing, or one-time funding from 2023-24 in Tourism's marketing continuing appropriation that will be available until exhausted. As of June 30, 2024,

Table 3: Comparative Tourism Budgets

State	2014-15		2024-25		Percent Change (FY15 to FY25)	
	Total (millions)	Per Capita	Total (millions)	Per Capita	Total	Per Capita
Illinois	\$54.6	\$4.24	\$82.0	\$6.45	50%	52%
Iowa	4.4	1.42	4.2	1.31	-4	-8
Michigan	29.0	2.93	16.0	1.58	-45	-46
Minnesota	13.9	2.55	21.6	3.73	55	46
Wisconsin	15.4	2.68	18.2	3.06	18	14
Combined Average	\$23.5	\$3.16	\$28.4	\$3.76	21%	19%

Source: Digital state budget documents, U.S. Census Bureau, U.S. Travel Association

Table 4: Tourism Marketing Expenditures (2023-24)

Category	Amount	% of Total
Advertising	\$10,841,900	70.9%
Public Relations	2,011,000	13.1
Joint Effort Marketing (JEM) Grants	1,304,900	8.5
Other Grants	422,300	2.8
Multicultural Marketing Program	200,000	1.3
Miscellaneous Marketing	134,900	0.9
Wisconsin Welcome Centers	131,200	0.9
Tourism Impacts Research	124,600	0.8
International Marketing	79,900	0.5
Industry Services	44,600	0.3
Total	\$15,295,300	100.0%

Note: Amounts are state funding. Certain legislatively directed earmarks are excluded.

Tourism has \$18.7 million GPR remaining of the \$20 million provided as one-time funding in 2023-24 a continuing appropriation, and the Department will carry forward \$7.2 million GPR from 2023-24 that remains available until June 30, 2025, in Tourism's biennial marketing appropriation.

Additionally, the table does not include federal funding supplements provided to Tourism since 2021. These amounts include: (a) \$7.5 million allocated by the Governor from discretionary funds under the federal American Rescue Plan Act (ARPA); and (b) \$5.6 million awarded by the U.S. Economic Development Administration in 2021 using separate funding sources under ARPA. As of January 1, 2025, all funding has been expended.

Annual Statewide Marketing Strategy

Annually, the Department is statutorily required to formulate a marketing strategy for Wisconsin destinations, which is to guide the decisions and expenditures made throughout the year. The statutes specify the Secretary is to form the annual marketing strategy under consultation with five selected members of the Council on Tourism, although Tourism reports the full Council customarily provides advice. In addition to guiding state-level tourism marketing, the

Department is also directed to implement the marketing strategy in conjunction with the plans and programs of private tourism enterprises. Further, the Department is required annually to report to certain standing committees of the Legislature on marketing activities and efforts for the previous fiscal year.

Advertising

The Department of Tourism manages the state's tourism marketing campaigns, which utilize print, billboard, internet, email and other forms of advertising to encourage travel in Wisconsin. The Department has customarily focused much of this advertising in large Midwest population centers such as Chicago, Minneapolis-St. Paul, and in-state areas such as Milwaukee, Madison, and Green Bay/Fox Cities.

Beginning in 2019, Tourism reports that it also began efforts to expand to other Midwest markets. As of 2024, Tourism had a presence in the following areas: (a) Illinois (Rockford and Rock Island-Moline); (b) Iowa (Des Moines, Cedar Rapids and Davenport-Bettendorf); (c) Michigan (Marquette); (d) Minnesota (Rochester and Duluth-Superior); and (e) Wisconsin (Wausau-Rhineland). The market expansion began using funding provided under 2019 Wisconsin Act 9, the 2019-21 biennial budget act, and subsequent supplements with federal funding described previously. Tourism reports the Department has planned to use additional one-time funding under 2023 Act 19 to continue the reach of marketing campaigns to these markets and geographic areas. One-time funding also supported advertising aired nationally in 2024 with broadcasts of the television show *Top Chef* that featured Wisconsin.

Tourism advertising campaigns are structured around consumers' travel motivations as revealed through a digital 'Propensity to Visit' model. This proprietary model attempts to estimate financial returns on advertising spending using data from market research company Longwoods

International and visitation data company Arrivalist. Tourism expects a research-based approach to advertising development would allow the Department to continually adapt its branding strategy to respond to shifts in consumer motivations, and identify potential new markets.

Co-op Advertising. The Department offers opportunities for in-state tourism partners to secure advertising via its co-op advertising program. Tourism negotiates reduced rates for advertising media by using its collectively greater buying power to obtain a more cost-effective rate. Partners then purchase advertising in private media through Tourism's primary marketing contractor. (Contracts are discussed in separate paragraphs.) The result is that smaller tourism partners may receive the benefit of lower rates and a wider audience than they would expect to pay individually. This generally allows destinations the ability to advertise more economically in larger markets. In the case of Department-administered outlets such as email and social media, the Department sets rates intended to cover costs associated with the programming.

Co-op advertising opportunities may be available through the following media: (a) on Tourism's social media accounts on Facebook and Twitter; (b) on Tourism's website, TravelWisconsin.com; (c) in regular emails sent by Tourism to subscribers that have signed up with the Department to receive such communication; (d) in periodic special sections of high-circulation newspapers in the Midwest; (e) on banner advertisements on major Midwest newspapers' websites; (f) in the Department's publications; (g) on the radio; and (h) through internet search engine marketing. Local or regional marketing groups may also purchase access to data analysis describing travelers to their area. Tourism reports that advertising of \$323,200 in calendar year 2022 and \$203,100 in calendar year 2023 was purchased through the co-op program. The program had 151 and 94 participants in calendar years 2022 and 2023, respectively.

Marketing Contracts. Tourism uses services of private firms under contract to carry out several of the marketing and advertising activities described earlier. Tourism is billed either by project or on a monthly basis, depending on the contract. Tourism reports these private firms provide marketing services on a more cost-effective basis than the Department would likely be able to provide on its own. For example, the marketing agency Laughlin Constable is responsible for Tourism's general advertising beginning January 1, 2025, including: (a) creating and placing general advertising in print, broadcast and internet-based media; (b) public relations efforts; (c) marketing research; and (d) the co-op advertising program. Tourism has contracts with Ascedia and Turner for various website development, content management, and public relations functions. Fiscal year 2023-24 expenditures for the contracts totaled \$10,053,000 with Hiebing, which previously held the general marketing contract, \$888,500 with Ascedia, and \$2,011,000 with Turner.

The Department contracts with Native American Tourism of Wisconsin (NATOW) to provide tribal marketing services. NATOW promotes awareness of Wisconsin's Native American tribes and the tribes' tourist destinations, including notable cultural and natural sites. For the 2023-25 biennium, the contract totals \$200,000 annually. Tourism also conducts multicultural advertising under its contracts to target communications to diverse audiences.

Office of Outdoor Recreation (OOR)

The Department operates the Office of Outdoor Recreation (OOR) to facilitate the promotion of Wisconsin's outdoor recreational opportunities and to connect businesses and organizations operating in the outdoor recreation industry. During the 2023-25 biennium, OOR's projects have included: (a) maintaining the Wisconsin Outdoor Recreation Inventory, which provides centralized information on public-access sites for hiking, biking, motorized recreation, fishing, snow sports,

and other activities; (b) publishing an outdoor recreation economic impact report; (c) maintaining the digital 'Wisconsin Trail Report' web interface, which lists weather and ground conditions for hiking and biking trails; (d) maintaining a directory of businesses engaged in outdoor recreation, including destinations, retailers, equipment manufacturers, guides, outfitters, and others; and (e) co-hosting the Wisconsin Healthy Communities Summit in Madison in April of 2024, focusing on local development of outdoor recreation projects and safe access to recreational activities.

Funding and staffing for the Office of Outdoor Recreation has been authorized on a one-time basis in each biennium beginning with the 2019-21 biennium. Tourism is authorized 3.0 GPR two-year project positions for the office in the 2023-25 biennium, as well as funding of \$237,000 GPR in 2023-24 and \$290,200 GPR in 2024-25 on a one-time basis.

Traveler Outreach

A primary means of the Department providing information on attractions, accommodations, historic sites, restaurants, and events throughout the state is its tourism database. The database accepts business or event entries directly or through chambers of commerce and convention and visitors bureaus that serve the area in which the attraction is located. Attractions listed in the database are the basis for much of the content appearing on TravelWisconsin.com, as well as in other Tourism promotional materials.

Tourism offers phone- and internet-based services for prospective travelers seeking information on destinations in the state. The Department's website, TravelWisconsin.com, has been used increasingly often in recent years to find information on Wisconsin destinations. Tourism reports total web sessions were 13.2 million in 2023-24. Tourism has also developed social media platforms on YouTube, Facebook, X (formerly

Twitter), Pinterest, and Instagram, totaling over 883,000 followers as of December, 2024.

Tourism reports that its website and social media accounts are the primary media in which it shares videos that the Department may produce internally. 2019 Act 9 reallocated 2.0 existing vacant positions to video production from other responsibilities beginning in 2019-20, and also reallocated existing marketing funding for the acquisition of video production equipment. Tourism reports that videos produced by internal staff may be posted on its website, shared online, and shared with other media outlets to publicize Wisconsin locations or destinations.

Tourism operates toll-free informational phone numbers and email by which prospective visitors can contact the Department for trip planning assistance. Those who contact Tourism can request to have informational packets sent to them. The Department estimates that it sent 26,300 and 38,000 packets in calendar years 2022 and 2023, respectively.

Other Marketing Activities

Group Travel. Tourism has organized an Office of Group Travel to encourage business and sports organizations to select Wisconsin for meetings, trade shows, and athletic events. Tourism has designated three existing staff persons to administer these efforts. The Department also works with Circle Wisconsin, which represents tour and motor coach operators and other travel industry groups, to further group travel promotion.

Culinary Travel. The Department coordinated the selection of Wisconsin and various locales to feature in the 21st season of the Bravo network culinary show *Top Chef*. Show filming took place in 2023, and episodes aired in 2024. Tourism reports it did not provide funding from agency resources directly for filming incentives or other production support. However, the Department arranged for funding from Wisconsin Economic

Development Corporation, local destination marketing organizations, and industry marketing boards for Wisconsin agricultural and food products. Tourism has also utilized the featuring of Wisconsin in *Top Chef* to launch additional culinary promotion of the state, such as: (a) a list of locations and products featured on the show on Tourism's website; and (b) lists and offers featuring other Wisconsin culinary destinations, including the creation of the Wisconsin Foodie Pass to encourage visits to selected Wisconsin restaurants. The Department also aired national advertising for Wisconsin during show broadcasts, as indicated previously.

Publications and Other Outreach. The Department of Tourism markets Wisconsin as a traveler destination in various other ways. It produces several informational publications, which are distributed throughout the state, sent to persons calling the Department in response to tourism advertisements, and posted on TravelWisconsin.com. The Department also arranges customized familiarization tours to various parts of the state each year for travel writers. Further, the Department uses its website, newsletters, press releases, interviews, and public service announcements to alert the public and the media of ski and snowmobile trail conditions, fall colors, and upcoming events.

Grants

Joint Effort Marketing (JEM) Grants

In an effort to help nonprofit tourism promotion organizations publicize innovative events and attractions in the state, the Department administers the JEM grant program funded from tourism's marketing appropriations. Public agencies and private nonprofit organizations, including any tribal government or nonprofit tribal entity, may submit applications for grants to develop publicity and produce and place advertising.

Under the JEM program, Tourism may reimburse up to 75% of the total promotional (marketing) budget for the first year of a project, up to 50% for the second year of a project, and up to 25% for the third year of a project, although not all types of JEM grants are eligible for multiple years of funding. JEM grants must also not exceed 50% of a project's total annual costs. Along with these annual percentage caps, Tourism has set annual dollar limits for each grant. JEM grants may be used to fund promotional costs related to the following items and media: (a) magazines; (b) newspapers; (c) radio; (d) television; (e) email; (f) internet; (g) direct mail; (h) media kits; and (i) billboards. Expenses ineligible for JEM grants include: (a) operational costs; (b) local advertising; and (c) posters and brochures that are not direct mailed.

Department staff review JEM grant applications and discuss these with a review committee of the Council on Tourism. The review committee then forwards recommendations to the Tourism Secretary for final approval. In order to make a grant, the Department must determine that: (a) the applicant has developed an advertising plan and budget; (b) the project coordinates with the statewide tourism marketing strategy; (c) the project has broad appeal and targets markets outside the local area; (d) the project will generate a substantial increase in tourist visits and expenditures; (e) the applicant is able to pay its share of the project costs; and (f) if the project is a continuing event, it has the potential to be self-sufficient within three years.

Events awarded JEM grants in the 2023-24 fiscal year are listed in Appendix I. By statute, Tourism must expend at least \$1,130,000 annually on the JEM program, and Tourism makes grant awards of this amount or greater. However, grants are paid on a reimbursement basis, meaning some 2023-24 awarded grants may be paid in 2024-25 or later. Further, grants in some cases are not fully expended, due to changes in the event or in marketing plans. As a result, actual expenditures for a

given fiscal year may not match the amount of awards in that year; as an example, 2023-24 program expenditures in Table 4 differ from awards shown in Table 5 and Appendix I.

The JEM grant program offers the following grant options: (a) destination marketing; (b) new event; (c) sales promotion; (d) existing event; and (e) one-time/one-of-a-kind event. Table 5 summarizes each category of the grant, including maximum yearly amounts, years of eligibility, and 2023-24 awards.

Ready, Set, Go! Grants

Tourism has set aside \$220,000 per biennium from its tribal gaming PR marketing appropriation for Ready, Set, Go! Grants. (Funding also supports Meetings Mean Business grants discussed in a subsequent section.) Ready, Set, Go! grants are intended to assist destinations in securing competitive sporting events that require an upfront

commitment of capital. The Department accepts applications three times a year and applicants may request up to 50% of bid or other fees associated with attracting the event, up to a maximum \$30,000. Events must not be regularly scheduled, or rotating among destinations within the state. Events receiving JEM grants are not eligible for these grants.

Tourism made 12 grants for a total of \$128,100 in 2022-23, and 18 grants for \$145,400 in 2023-24. Events awarded Ready, Set, Go! grants in 2022-23 and 2023-24 are listed in Appendix II.

Meetings Mean Business Grants

Tourism administers Meetings Mean Business grants to improve, relative to other out-of-state locations, the position of Wisconsin destinations to attract regional or national business meetings. The Department has set aside \$220,000 per biennium from its tribal gaming PR marketing appropriation

Table 5: Joint Effort Marketing (JEM) Grant Awards

Type	Description	Maximum Annual Project Amount	Years of Eligibility For Funding	2023-24 Awards
New Event	Projects promote an inaugural event planned to continue in subsequent years.	\$39,550	Three*	\$293,700
Existing Event	Projects promote an existing event targeting new geographic areas or audiences, or using new media.	39,550	Two**	366,800
Sales Promotion	Projects that encourage visits from targeted markets by publicizing discounts or incentives.	39,550	Two**	140,600
One-Time/ One-of-a-Kind Event	Projects marketing unique events that are unlikely to return to an area but will generate regional or national media attention.	28,250	One	51,200
Destination Marketing	Projects involving three or more municipalities and defining a marketing strategy for the area, and typically appearing during low-traffic periods. Projects comport with the statewide marketing strategy and attract either extended regional visitors or convention and motorcoach business.	39,550	Three*	284,600
				<u>\$1,136,900</u>

* Funding may be awarded in nonconsecutive years.

** Funding must occur in consecutive years.

for grants, which includes funds that may also support Ready, Set, Go! grants. Meetings Mean Business grants cover up to 50% of the costs of convention facilities rentals, shuttles or similar transportation costs within the destination city, or other hosting costs such as promotions of the host city or rebates for guest rooms, with a maximum of \$30,000. The Department accepts applications three times a year. Applications must be submitted at least 90 days before the event. Applications must also be submitted by a local chamber of commerce, convention and visitors bureau or other similar destination marketing entity. The recipient must also provide a funding match at least equal to any amounts provided by Tourism. Events must not be regularly scheduled, or rotating among destinations within the state. Events receiving JEM grants are not eligible for these grants.

Tourism awarded six grants for a total of \$103,400 in 2022-23, and seven grants for \$74,600 in 2023-24. Grants awarded in those years are for events taking place as late as 2025. Events awarded Meetings Mean Business grants in 2022-23 and 2023-24 are listed in Appendix III.

Tourism Information Center (TIC) Grants

Tourism provides \$160,000 tribal gaming PR annually for a competitive grant program to support local tourism promotion organizations, such as convention and visitor bureaus and chambers of commerce. TICs are required to provide informational or promotional materials on area attractions, and must be in a place that a visitor to

the area would be reasonably assumed to stop while traveling to a cultural or recreational destination. TICs must also track visitors and provide staffing to assist travelers. A TIC must be likely to generate increased visitors to the region or state and to make a positive economic impact in the state. Tourism offers grants on a semiannual basis, with January 1 and July 1 application deadlines.

TIC grants are available to cover staffing costs related to the distribution of travel information to visitors, as well as structural expenses, such as publication displays and signage. TIC grants may be for up to 50% of the grantee's eligible costs. TIC grants are also capped at a maximum of \$15,000. Eligible grantees include municipalities, Native American tribes or other nonprofit organizations with a purpose of promoting tourism and business in the local area or state. Awardees for 2023-24 are shown in Appendix IV.

Wisconsin Welcome Centers

Tourism provides funding to six facilities known as Wisconsin Welcome Centers (WWCs), typically located on the state's border or other major thoroughfares, where visitors may obtain information about tourism destinations throughout the state. As of January of 2025, sites operating WWCs include Beloit, Kenosha, La Crosse, Marinette, Platteville, and Prairie du Chien. (A site in Superior ceased operation in 2022.) WWCs in Beloit, Kenosha, and La Crosse operate at Department of Transportation rest areas rent-free. Funding allocated to these centers is shown in Table 6.

Table 6: Wisconsin Welcome Centers

Location	Operating Entity	2022-23	2023-24
Beloit	Visit Beloit	\$52,475	\$52,475
Kenosha	Kenosha Area Tourism Corp.	41,995	41,995
La Crosse	La Crosse County Convention and Visitors Bureau	20,500	20,500
Marinette	City of Marinette	3,650	3,650
Platteville	Platteville Area Chamber	3,650	3,650
Prairie du Chien	Prairie du Chien Area Chamber of Commerce	8,900	8,900
Superior*	Superior - Douglas County Area Chamber of Commerce	3,650	0
Totals		\$134,820	\$131,170

* Closed in 2022.

In return for state funding, the sites display Tourism's TravelWisconsin.com on materials throughout the center, including on apparel worn by staff persons. Funding provided represents what Tourism considers the purchase of advertising space at each center for signage, travel guides, and other promotional materials. Other requirements imposed by Tourism include, among others, certain operating hours and staff levels, tracking of visitors to the center, an approval process for what brochures are displayed, and the requirement that all brochures are free.

In addition to operational support from Tourism, WWCs operate with funding from a variety of other sources, including: (a) TIC grants; (b) general budgets of the entity; (c) other area visitors bureaus, chambers of commerce or economic development organizations; (d) local room tax revenues; (e) grants from the host city or county; and (f) in-kind contributions from public and private sources.

Other Tourism Promotion Activities

Travel Green Wisconsin

Travel Green Wisconsin (TGW) began statewide in 2007 as a program to recognize and certify tourism-related businesses that voluntarily minimize their waste, energy use, and overall environmental footprint. Participants may use the TGW logo in their promotional and marketing materials, and are listed on Tourism's program website. In 2022, Tourism implemented changes to TGW, including: (a) a pledge-based application for participants, rather than the previous certification-based application; (b) electronic application process; (c) removal of application fee such that the program is free; and (d) a new logo. Although an updated count of participants is unavailable, Tourism had estimated 500 active participants prior to the program changes.

Regional Tourism Specialists

The Department has three tourism specialists throughout the state to assist local areas developing their tourism resources, including informing local businesses and organizations of grant and other resources available through the Department and other public and private sources. A fourth statewide specialist works to align local marketing effects with Tourism's statewide activities.

Regional tourism specialists carry out two specific programs to assist local tourism-oriented businesses in developing their destinations. One is a customer service training program, in which specialists work with local businesses to refine their presentation to and interaction with customers to improve customer experiences at area destinations. A second program is a destination assessment program, in which specialists identify an area's destinations and other assets, and recommend means of further promoting or developing those resources to attract additional visitors. These assessments typically take several months. Figure 1 illustrates the areas of the state covered by each regional specialist.

Figure 1: Program Areas for Regional Tourism Specialists



Governor’s Conference on Tourism

The Wisconsin Governor’s Conference on Tourism is an annual event arranged to bring national experts on tourism to Wisconsin to educate in-state tourism businesses and organizations. The event is several days long and structured as multiple seminars and workshops for participants. The Department traditionally convenes the Governor’s Conference on Tourism each spring.

development of the arts in Wisconsin through grants in aid and other program assistance. Members have three-year terms and must be residents of the state known for their concern for the arts. The Board must have at least two members each from the northwest, northeast, southwest, and southeast areas of Wisconsin.

While previously an independent board, beginning in 2011-12 the Arts Board has been budgeted under Tourism, with budgeting and staffing carried out under the direction of the Executive Secretary and Board. The Board selects the Executive Secretary, who serves at the Board’s pleasure.

Boards and Attached Agencies

The Department of Tourism budget currently includes that of the Wisconsin Arts Board. Additionally, the State Fair Park Board and Kickapoo Reserve Management Board are statutorily attached to Tourism for administrative purposes. In practice, Tourism reports that it does not provide any administrative services to either attached Board, as the Department of Administration now provides these services to all three entities under shared services agreements.

In 2024-25, the Arts Board is budgeted state funding of \$1,053,100 GPR and \$44,900 PR, and authorized positions include 3.0 GPR and 1.0 supported by federal funding (FED). Prior to being consolidated with Tourism, the Board’s state funding was \$3.0 million. Current funding levels are intended to provide the minimum amounts necessary to match federal funding provided by the National Endowment for the Arts (NEA), which requires an equal state match on its grant awards. These awards totaled \$1,078,000 for 2023-24 and \$1,083,000 for 2024-25.

Arts Board

The Arts Board is a 15-member, Governor-appointed body responsible for promoting the

Available state and federal funding for 2024-25 staff, operations, and grants are shown in Table 7. As of January, 2025, total appropriations of

Table 7: Arts Board 2024-25 Budget

Category (State Fund Source)	State	Federal	Total
Staff and Operations (GPR)	\$318,000	\$155,300	\$473,300
Grants (GPR and PR)			
Creation and Presentation	\$340,500	\$845,200	\$1,185,700
Creative Communities	181,500	32,000	213,500
Regranting	116,700	0	116,700
Arts Challenge Initiative	60,000	0	60,000
Woodland Indian Arts Initiative	24,900	0	24,900
Folk Art Apprenticeships	0	38,500	38,500
Miscellaneous (Other Aids)	<u>36,400</u>	<u>12,000</u>	<u>48,400</u>
Subtotal - Grants	\$760,000	\$927,700	\$1,687,700
Total Available	\$1,078,000	\$1,083,000	\$2,161,000
Unmatched Federal Funds/State Shortfall	\$5,000		
Total with Additional State Match	\$1,083,000	\$1,083,000	\$2,166,000

match-eligible state funding are \$1,078,000 in 2024-25, including \$1,053,100 GPR and \$24,900 tribal gaming PR. The Arts Board would require additional state funding of \$5,000 to receive the entire federal grant for 2024-25.

The statutes require that any recipient of a grant from the Arts Board perform a public service. The Arts Board defines public service as an activity that increases public awareness of state artists and artistic resources, such as an exhibition, a publication, a performance, an artist in residence, a lecture or demonstration, or a workshop. Also, the public activity must: (a) include a public announcement of its occurrence; (b) be in a place accessible to persons with disabilities; and (c) relate clearly to the purpose of the grant.

The following paragraphs briefly summarize current grant programs offered by the Arts Board. For discontinued programs, see previous versions of this informational paper available on the Legislative Fiscal Bureau's website. For specific program eligibility requirements, see the Arts Board website.

Creation and Presentation Grants. Creation and Presentation Grants are awarded to established nonprofit arts organizations to assist with their operations or creation and presentations of arts programming. Eligible recipients are nonprofit arts organizations, including college or university and local or tribal arts groups that conduct artistic activities in at least the three consecutive years preceding application. Groups must have public participation in arts program planning, and must have a primary mission of creating and/or presenting artistic works or performances that benefit the general public. Organizations based on presentations and performances must present at least four performances from artists outside the presenters' communities. Recipient groups must also provide an equal match of funding. Organizations must average \$10,000 in revenues over the preceding three years, and Arts Board support

cannot constitute more than 25% of the organization's budget.

Creative Communities Grants. The Creative Communities Grant program provides funding in one of three areas: (a) arts education, which provides funding to schools or community organizations that use professional artists to work with K-12 students on a short-term basis; (b) local arts, which provides funding to community groups or local government agencies to plan and implement arts programming; and (c) folk and traditional arts, which provides funding to groups specializing in traditional artistry of tribes or ethnicities. Organizations must have been operating in at least three consecutive years preceding application, and must provide an equal match of funding. Applicants for Creation and Presentation Grants may not apply for funding through the Creative Communities Grant.

Wisconsin Regranting Program. The Wisconsin Regranting Program provides funding to local arts agencies and partner foundations for the groups to disburse as grants throughout the state. Initial recipients of state funds are subject to equal match requirements; match requirements of secondary recipients vary throughout the state.

Arts Challenge Initiative. The Arts Challenge Initiative awards grants to arts organizations that exceed fundraising in successive years. The program is intended to use potential additional state funding matches to promote growth in arts organizations' revenues from both programming offerings and fundraising. The Arts Challenge Initiative has not been appropriated any funding directly since the 2008-09 fiscal year. However, the Arts Board continues to award sustaining grants to certain minority-focused organizations in the Milwaukee area under its general appropriation for state aid for the arts. The Arts Board requires awards to be matched by an equal amount from recipients.

Folk Arts Apprenticeship Program. The Folk

Arts Apprenticeship Program provides grants of \$3,500 to support the teaching of apprentices by master artists and performers, such as musicians, singers, or dancers.

Other Aids and Assistance. The Arts Board typically budgets funds for Arts Midwest, a regional body that promotes artists and arts programming, and makes grants, primarily in Illinois, Indiana, Iowa, Michigan, Minnesota, North Dakota, Ohio, South Dakota, and Wisconsin. The organization is supported by the member states, the NEA and other funds donated by individuals and foundations. The Arts Board also budgets funding for Arts Wisconsin, a statewide advocacy and assistance organization for local artists and arts organizations. For 2023-24, payments were \$36,300 to Arts Midwest and \$12,800 to the National Assembly of State Arts Agencies.

Additionally, the Arts Board provides technical assistance to local arts agencies, including marketing and various aspects of organizational development, such as strategic planning, fundraising, project or program evaluation, volunteer cultivation and leadership succession. The Arts Board reports technical assistance is intended to provide input on how organizations establish and grow in their communities, while grant funds provide financial means to implement these efforts.

Kickapoo Reserve Management Board

Tourism has administered the Kickapoo Valley Reserve since 1996. Since 2015-16, the Kickapoo Valley Reserve is budgeted as a separate agency. While it remains administratively attached to Tourism under statute, in practice it receives administrative services from the Department of Administration. The Kickapoo Valley Reserve comprises approximately 8,600 acres of land north of La Farge in Vernon County. The property was the site of a U.S. Army Corps of Engineers dam and reservoir project on the Kickapoo River that was abandoned around 1975. The Corps transferred

ownership of approximately 7,400 acres to the State of Wisconsin in December, 2000. Additionally, 1,200 acres were transferred to the Bureau of Indian Affairs in trust for sites sacred to the Ho-Chunk tribe. A 1997 MOU between the state and the Ho-Chunk nation stipulates the entire acreage will be managed as one property.

Conservation fund (forestry account) appropriations support administrative functions for the Kickapoo Reserve Management Board. The Board is responsible for: (a) managing the land in the Kickapoo River valley to preserve and enhance its unique environmental, cultural, and scenic features; (b) providing facilities for the use and enjoyment of visitors to the Reserve; and (c) promoting the Reserve as a destination for vacationing and recreation.

The Board is appropriated \$889,100 SEG and 2.75 positions from the forestry account of the conservation fund annually in the 2023-25 biennium. In each year for the 2023-25 biennium, the Board is authorized \$181,000 PR with 1.0 education coordinator position for services such as recreational and educational programming for the public and area schools, and \$73,900 tribal gaming PR with 0.25 position for law enforcement services such as conducting patrols and supervising limited-term officers the Reserve hires for much of its police needs. Revenues generated by the Reserve include camping and use fees, event and permit fees, agricultural lease revenue, timber harvest revenue and other miscellaneous revenues.

Of the forestry SEG budgeted for 2023-25, a portion is for annual aids in lieu of property taxes made to the local taxing jurisdictions. These aids are intended to compensate local municipalities and school districts for state acreage located in their jurisdictions, as these lands are exempt from property taxation. The aids are paid from a sum-sufficient forestry account appropriation. Payments were \$312,000 in 2024-25.

APPENDIX I

Joint Effort Marketing Grant Awards in 2023-24

<u>Event Name</u>	<u>Event Type</u>	<u>Amount</u>	<u>County</u>	<u>Organizer</u>
2024 IRONBULL Red Granite Grinder	Existing Event - Year 2	\$9,335	Marathon	Ironbull Inc.
2024 Scavenger Games: The Ultimate Citywide Adventure	New Event	28,297	Walworth	East Troy Area Chamber of Commerce
25 Million Stitches Exhibition	One-Time/One-of-a-Kind	15,000	Ozaukee	Wisconsin Museum of Quilts & Fiber Arts
ART 64	Existing Event - Year 2	18,660	Milwaukee	City of Wauwatosa
Art Escape	New Event - Year 3	9,883	Bayfield	Bayfield Chamber of Commerce and Visitor Bureau
Between the Bluffs Frothbite Festival	Existing Event	33,000	La Crosse	Explore La Crosse
Blossom of Lights	Existing Event - Year 2	29,663	Marathon	Robert W. Monk Gardens, Inc. (Wausau Botanic Gardens)
Blues, Brews, and Barbecues	Existing Event	10,125	Marinette	City of Marinette
Bockfest	New Event	15,000	Washington	City of West Bend
Cheese Capital Festival in Plymouth	New Event - Year 2	7,000	Sheboygan	Plymouth Chamber of Commerce
Cheesy Passport to Green County Swiss-consin	Sales Promotion	25,548	Green	Green County Tourism
Christkindlmarket	New Event - Year 2	20,000	Brown	On Broadway
Christkindlmarket Door County	New Event - Year 2	17,025	Door	Sister Bay Historical Society
City of Festivals Sales Promotion	Sales Promotion	25,000	Milwaukee	Visit Milwaukee
Cultures and Communities Festival	Existing Event	39,550	Milwaukee	Milwaukee Film
Dodge County Tourism	Destination Marketing	39,550	Dodge	Dodge County
Eau Claire HmongFest	New Event - Year 2	20,000	Eau Claire	Visit Eau Claire
Eau Claire Jazz Festival	Existing Event - Year 2	25,000	Eau Claire	Visit Eau Claire
Elktoberfest	New Event - Year 3	5,090	Sheboygan	Elkart Lake Tourism
First Tracks Fridays	Sales Promotion	39,500	Multiple	Skiing Wisconsin, Inc.
Fox Cities Marathon New Geography Marketing Campaign	Existing Event	20,000	Winnebago	Fox Cities Marathon
Ginormous Pumpkin Festival	Existing Event - Year 2	10,000	Eau Claire	Visit Eau Claire
Glass Lakeside Art Show & Sale (GLASS) Arts Festival	New Event - Year 3	7,000	Winnebago	Bergstrom-Mahler Museum of Glass
Happy Holidays at the Harbor	Sales Promotion	15,609	Ozaukee	Port Washington Tourism Council, Inc.
Harry Whitehorse International Wood Sculpture Festival	New Event	39,550	Dane	Friends of San Damiano
Haunted Happenings	Existing Event	24,356	Winnebago	The Grand Oshkosh
Heritage Maker's Market	New Event - Year 2	2,500	Manitowoc	Manitowoc County Historical Society
Ho-Chunk Black Ash Basketry Exhibition	One-Time/One-of-a-Kind	21,188	Washington	Museum of Wisconsin Art
How Do You Winter?	Destination Marketing	25,000	Eau Claire	Visit Eau Claire
Jack-O'-Lantern Nights at Racine Zoo	New Event - Year 2	29,550	Racine	Racine Zoological Society, Inc.

APPENDIX I (continued)

Joint Effort Marketing Grant Awards in 2023-24

<u>Event Name</u>	<u>Event Type</u>	<u>Amount</u>	<u>County</u>	<u>Organizer</u>
Milwaukee Regatta	New Event - Year 2	\$15,000	Milwaukee	Light the Hoan
Murals In Motion	New Event	10,000	Walworth	Lake Geneva Business Improvement District
Oconto County, Who?	Destination Marketing	9,563	Oconto	Oconto County Economic Development Corp.
Oneida County Research Project: Diversity, Equity, Inclusion, Accessibility	Destination Marketing - Year 2	25,000	Oneida	Let's Minocqua Visitors Bureau
Reverb Festival	Existing Event	25,000	Eau Claire	Visit Eau Claire
Rhineland Area Destination Branding Campaign	Destination Marketing - Year 2	39,500	Oneida	Rhineland Area Chamber of Commerce
Ribfest 2024	Existing Event - Year 2	29,625	Walworth	Walworth County Agricultural Society
Ridges and Rivers Book Festival	New Event - Year 2	16,707	Vernon	Ridges and Rivers Book Festival
Snowy Traditions Start in Bayfield	Sales Promotion	15,000	Bayfield	Bayfield Chamber of Commerce and Visitor Bureau
Spring 2025 Promoting Polk County Growth Market	Destination Marketing - Year 2	27,075	Polk	Polk County Tourism Council, Inc.
Summerfest Tech 2024	Existing Event - Year 2	19,925	Milwaukee	Milwaukee World Festival
Symphony Blockbuster Stay and Play	Sales Promotion - Year 2	20,000	Milwaukee	Milwaukee Symphony Orchestra, Inc.
Taste of Madison 2024	Existing Event - Year 2	14,831	Dane	Madison Festivals, Inc.
The Balloon Adventure	New Event	25,000	Walworth	Santa Cause
The Book Smugglers: Partisans, Poets and the Race to Save Jewish Treasures from the Nazis	One-Time/One-of-a-kind	15,000	Milwaukee	Jewish Museum Milwaukee
The Pink Ladies Night	Existing Event - Year 2	7,500	Barron	Barron County Pro Rodeo, Inc.
Treadhead Cycling Fall Tour Ride	Existing Event	2,500	Walworth	Treadhead Cycling
Trempealeau County Tourism Marketing Development	Destination Marketing	16,964	Trempealeau	Trempealeau County
Vilas and Oneida Counties Snowmobile Travel Campaign	Destination Marketing	25,000	Vilas and Oneida	Let's Minocqua Visitors Bureau
Vilas County Demographic Traveler Research and Branding Project	Destination Marketing - Year 3	17,250	Vilas	Vilas County Tourism and Publicity
Visit Milwaukee Brand Relaunch	Destination Marketing	29,663	Milwaukee	Visit Milwaukee
Waupun IceFest	New Event	16,095	Fond du Lac	Destination Lake Winnebago
Wisconsin Art Museums Destination Marketing	Destination Marketing - Year 3	30,000	Multiple	Paine Art Center and Gardens
Wisconsin Grilled Cheese Championship	Existing Event	5,000	Iowa	Dodgeville Area Chamber of Commerce
Wisconsin Sand Sculpting Festival	Existing Event	3,899	Manitowoc	Manitowoc Sunshine Rotary Club
Wisconsin Shakespeare Festival	New Event - Year 2	10,000	Eau Claire	Confluence Council, Inc.
World's Tallest Glass Tree	Existing Event	<u>38,840</u>	Walworth	Mack Glass Community
Total		\$1,136,916		

Note: Awards listed were made in 2023-24 and will be reimbursed mostly in 2024-25. As such, award amounts do not match JEM grant expenditures for 2023-24 shown in Table 4.

APPENDIX II

Ready, Set, Go! Grant Awards

<u>Event Name</u>	<u>Awarded</u>	<u>County</u>	<u>Recipient Organization</u>
2022-23			
Big Bass Tour	\$20,000	La Crosse	La Crosse County Convention and Visitors Bureau
Cabela's/Bass Pro National Team Championship	10,000	Marinette	City of Marinette
2024 Cheesehead Collegiate Duals	2,040	Outagamie	Fox Cities Convention and Visitors Bureau
2024 USA Gymnastics Region IV Xcel Championships	10,000	Brown	Discover Green Bay
Major League Fishing (MLF) Tackle Warehouse Invitational	10,000	La Crosse	La Crosse County Convention and Visitors Bureau
Mercury Racing Midwest Challenge (Powerboat Championship)	20,000	Sheboygan	Visit Sheboygan
Minnesota Røkk Home Series	10,000	Dane	Madison Area Sports Commission
2024 National College Table Tennis Championships	8,816	Eau Claire	Visit Eau Claire
National Walleye Tour	5,000	Oconto	Oconto County Economic Development Corporation, Inc.
2023 Select Events Basketball Tournament	5,760	Outagamie	Fox Cities Convention and Visitors Bureau
2023 USA Powerlifting International High School World Cup	6,436	Outagamie	Fox Cities Convention and Visitors Bureau
USA Triathlon National Championships and Professional Triathlete Organization Championships	<u>20,000</u>	Milwaukee	Visit Milwaukee
Total	\$128,052		
2023-24			
2024 American Cornhole Organization La Crosse Major	\$2,500	La Crosse	La Crosse County Convention and Visitors Bureau
American Pickleball Tour	3,065	La Crosse	La Crosse County Convention and Visitors Bureau
Bassmaster B.A.S.S. Nation Qualifier #3	10,000	La Crosse	La Crosse County Convention and Visitors Bureau
Bassmaster Opens Elite Qualifier	2,170	La Crosse	La Crosse County Convention and Visitors Bureau
High School World Powerlifting Cup	5,000	Brown	Discover Green Bay
Intercollegiate Team and Singles Championships	5,300	Brown	Discover Green Bay
2024 Official Strongman Games	10,000	Dane	Madison Area Sports Commission
2025 Oireachtas	20,000	Milwaukee	Visit Milwaukee
Perfect Game Super 25, Wisconsin Elite, and Wisconsin World Series	7,454	Rock	Visit Beloit
2025 U.S. All-Stars Volleyball Championships	20,000	Dane	Madison Area Sports Commission
2024 U.S. Hickory Open	4,000	Kenosha	Kenosha Area Tourism Corp.
U.S. Masters Alpine National Championships	30,000	Marathon	Wausau/Central Wisconsin Convention and Visitors Bureau
2024 U.S. Snowshoe Association National Championship	1,500	Eau Claire	Visit Eau Claire
2025 U.S. Womens Disc Golf Championships	5,000	Manitowoc	Manitowoc Area Visitor and Convention Bureau
2024 USA Curling Junior National Championships	3,000	Eau Claire	Visit Eau Claire
USA Cycling Para Cycling Road National Championships	4,903	Rock	Janesville Area Convention and Visitors Bureau
USA Powerlifting High School Nationals Championships	6,500	Outagamie	Fox Cities Convention and Visitors Bureau
YMCA National Gymnastics Championship and Invitational	<u>5,000</u>	Brown	Discover Green Bay
Total	\$145,392		

APPENDIX III

Meetings Mean Business Grant Awards

<u>Event Name</u>	<u>Awarded</u>	<u>County</u>	<u>Recipient Organization</u>
2022-23			
2026 AbSciCon	\$20,000	Dane	Destination Madison
Agritourism Learning Retreat at Helene's Hilltop Orchard	3,963	Marathon	Wausau/Central Wisconsin Convention and Visitors Bureau
The Association of Great Lakes Outdoor Writers	15,000	Eau Claire	Visit Eau Claire
International Motor Coach Group - Annual Strategic Alliance Meeting and Sales Meeting	30,000	Brown	Discover Green Bay
National Independent Venue Association Annual Conference	15,000	Eau Claire	Visit Eau Claire
PGI (Pyrotechnics Guild International) 2023	<u>19,408</u>	Winnebago	Visit Oshkosh
Total	\$103,371		
2023-24			
American Peony Society Convention	\$6,206	Dodge	Beaver Dam Chamber of Commerce
Connect Marketplace 2024	30,000	Milwaukee	Visit Milwaukee
International Jugglers' Association Festival	10,250	Brown	Discover Green Bay
International Snowmobile Congress	10,000	Brown	Discover Green Bay
National Tour Association Travel Exchange	10,000	Dane	Destination Madison
National Water Quality Monitoring Council's Biennial National Monitoring Conference 2025	5,000	Brown	Discover Green Bay
Thousand Lakes Region for the National Model Railroads	<u>3,153</u>	Eau Claire	Visit Eau Claire
Total	\$74,609		

APPENDIX IV

Tourist Information Center Grant Awards in 2023-24

<u>Organization</u>	<u>County</u>	<u>Amount</u>	<u>Location</u>
Friends Of The Center Alliance	Ashland	\$7,265	Ashland
Visit Beloit Inc.	Rock	15,000	Beloit
Boulder Junction Chamber	Vilas	1,500	Boulder Junction
Hayward Lakes Visitors and Convention Bureau	Sawyer	3,000	Hayward
Door County Visitors Bureau	Door	4,750	Sturgeon Bay
Kenosha Area Tourism Corp.	Kenosha	15,000	Kenosha
La Crosse County Convention and Visitors Bureau	La Crosse	14,500	La Crosse
Rusk County	Rusk	1,500	Ladysmith
Madeline Island Chamber of Commerce	Ashland	5,413	Madeline Island
City of Marinette	Marinette	9,000	Marinette
Let's Minocqua Visitors Bureau	Oneida	11,000	Minocqua
Mount Horeb Area Chamber Of Commerce	Dane	4,413	Mount Horeb
Platteville Area Chamber	Grant	11,000	Platteville
Prairie Du Chien Area Chamber	Crawford	15,000	Prairie du Chien
Racine County Convention and Visitors Bureau	Racine	4,413	Racine
Polk County Information Center	Polk	12,500	St. Croix Falls
Stevens Point Area Convention and Visitors Bureau	Portage	7,751	Stevens Point
Richard I. Bong Veterans Historical Center	Douglas	2,495	Superior
Wisconsin Dells Visitor and Convention Bureau	Sauk	<u>14,500</u>	Wisconsin Dells
	Total	\$160,000	