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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: (1) advertising the state's scenic, historic, cultural, recreational, and other attractions through digital, print, radio, and television communications; (2) providing information to prospective travelers by internet, social media, and telephone; (3) developing cooperative marketing programs with the state tourism industry; (4) administering tourism-related grants; and (5) 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 \$232,400 in 2019-20.

Longwoods International's Travel USA program randomly solicits survey participation each quarter from a national sample. For the study of the 2019 travel year and its impacts, Longwoods International received responses describing approximately 250,000 total overnight or day trips nationally. For Wisconsin, the sample yielded approximately 3,300 overnight trips and 2,100 day trips. Analysis of these responses forms the basis of estimates of total visitors, visitor spending, and other visitor characteristics. 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.

Table 1: Estimated Spending by Travelers

Calendar Year	Visitor Spending		Overnight Visits	
	Amount (Billions)	Percent Change	Number (Millions)	Percent Change
2009	\$8.52	--	31.3	--
2010	9.20	8.0%	33.3	6.4%
2011	9.90	7.6	34.8	4.5
2012	10.38	4.8	37.3	7.2
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

*Some reports provide more rounded estimates of overnight visits.

For 2019, Longwoods International estimates approximately 113.2 million person-trips to Wisconsin, consisting of 42.8 million (37.8%) overnight trips and 70.4 million (62.2%) day trips. These trips include leisure travelers, vacation homeowners, persons visiting friends or relatives, and business or convention travelers. Resulting visitor spending was estimated at \$13.7 billion in 2019, with lodging (27%), dining (26%), retail (20%) and recreation (14%) representing the majority of expenses. 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 was approximately \$349 billion for 2019. The 2019 expenditure estimates therefore suggest direct visitor spending may account for perhaps 4% of total state GDP.

Tourism Promotion Funding

Tourism promotion-related appropriations generally have remained within a range of \$15 million to \$17 million annually in recent biennia, with a majority of each year's funding dedicated to marketing of the state. Table 2 shows historic funding levels for tourism promotion and program operations. (Table 2 excludes the Kickapoo Valley Reserve and the Arts Board, which have been budgeted under Tourism during some of the period shown. These entities are discussed in detail at the end of this paper.) In 2020-21, the Department is provided \$16,855,700 for tourism promotion functions, which includes: (1) \$5,892,600 in state general purpose revenues (GPR); (2) \$9,359,600 from program revenues (PR); and (3) \$1,603,500 from segregated (SEG) funds. The Department is also authorized 30.0 tourism development positions, of which 29.0 are GPR-supported and 1.0 are PR-supported.

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
2011-12	\$1,172,000	\$9,557,900	\$1,595,900	\$12,325,800	\$2,756,100	\$0	\$12,100	\$106,300	\$15,200,300
2012-13	1,172,100	9,557,900	1,595,900	12,325,900	2,756,100	0	12,100	106,300	15,200,400
2013-14	1,827,100	9,127,100	1,591,300	12,545,500	2,685,000	0	12,100	110,100	15,352,700
2014-15	1,827,100	9,127,100	1,591,300	12,545,500	2,688,400	0	12,100	110,300	15,356,300
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

Table 3: Comparative Tourism Budgets

State	2006-07		2018-19		Percent Change (FY07 to FY19)	
	Total (millions)	Per Capita	Total (millions)	Per Capita	Total	Per Capita
Illinois	\$47.8	\$3.76	\$58.8	\$4.61	23%	23%
Iowa	3.4	1.16	4.4	1.39	27	20
Michigan	15.8	1.56	36.0	3.60	128	131
Minnesota	8.8	1.72	14.6	2.61	65	52
Wisconsin	14.4	2.59	15.5	2.66	7	3
Combined Average	\$18.1	\$2.48	\$25.9	\$2.97	50%	46%

Source: U.S. Travel Association, U.S. Census Bureau

Tourism's three primary marketing appropriations (GPR, tribal gaming PR and transportation SEG) are all 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.

Based on 2018-19 budget data self-reported by state tourism agencies and collected by the United States Travel Association (USTA), Wisconsin ranked 21st in total tourism funding among the 48 states responding to the most recent survey. Wisconsin placed below the average state tourism budget (\$20.4 million) but above the median for state tourism budgets (\$13.8 million).

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 2006-07 and 2018-19. Per capita funding is based on the July 1 population estimate from the U.S. Census Bureau for the beginning of the respective fiscal year. For 2018-19, Wisconsin ranked third among the five states in both tourism budget totals and budgeted dollars per capita. Most of these states' tourism budgets are financed from state general fund taxes. Some state tourism offices are at least partly supported

by special-purpose taxes, however, including those on casinos and gaming centers (Iowa) and hotel operators (Illinois). Michigan funds its tourism promotion with proceeds of the state's tobacco settlement.

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 \$13,289,500 is budgeted for marketing activities in 2020-21, with \$2,571,000 GPR, \$9,127,100 tribal gaming PR, and \$1,591,400 transportation fund SEG. These marketing funds account for 79% of the Department's budget in 2020-21, excluding the Arts Board.

Table 4 provides a breakdown for tourism marketing expenditures in 2019-20. Most marketing expenditures were for advertising, with a significant amount also expended for grants, particularly the Joint Effort Marketing (JEM) program. Expenditures shown in Table 4 do not include encumbered or other unexpended amounts Tourism has transferred to 2020-21 under its biennial expenditure authority for marketing. In particular, Tourism indicates the Department carried over more funding from 2019-20 than would be typical

Table 4: Tourism Marketing Expenditures (2019-20)

Category	Amount	% of Total
Advertising	\$5,286,500	60.26%
Joint Effort Marketing (JEM) Grants	1,190,800	13.57
E-marketing/Tourism website	562,900	6.42
Public Relations	461,500	5.26
Other Grants	329,700	3.76
Tourism Impacts Research	242,900	2.77
Customer Services/Publications	207,400	2.36
Multicultural Marketing Program	200,000	2.28
Travel Wisconsin Welcome Centers	170,200	1.94
Association Dues and Miscellaneous	<u>121,000</u>	<u>1.38</u>
Total	\$8,772,900	100.00%

due to disruptions caused by the COVID-19 pandemic. Further, Tourism lapsed marketing funding of \$104,000 GPR and \$448,400 tribal gaming PR in 2019-20 under statewide expenditure reductions required by the Governor and administration due to the pandemic. Therefore, expenditures shown in Table 4 are less than the total appropriations shown in Table 2 for the 2019-20 fiscal year.

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 reports that it focuses much of this advertising in large Midwest population centers such as Chicago, Minneapolis-St. Paul, and in-state areas such as Milwaukee, Madison, and the Fox Cities. Tourism reports that it also began efforts to expand into the markets of Davenport and Cedar Rapids, Iowa, and Grand Rapids, Michigan, using funding provided under 2019 Wisconsin Act 9, the 2019-21 biennial budget act.

Tourism advertising campaigns are structured around consumers' travel motivations as revealed through research. 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. Through its contract with Hiebing, discussed later, 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 Hiebing. 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 media (email, deals, 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: (1) on Tourism's social media accounts on Facebook and Twitter; (2) on Tourism's website, TravelWisconsin.com; (3) in regular emails sent by Tourism to subscribers that have signed up with the Depart-

ment to receive such communication; (4) in periodic special sections of high-circulation newspapers in the Midwest; (5) on banner advertisements on major Midwest newspapers' websites; (6) in the Department's publications; (7) on the radio; and (8) 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 \$427,200 in 2018-19 and \$430,700 in 2019-20 was purchased through the co-op program. The program had 97 and 67 participants in 2018-19 and 2019-20, 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, Hiebing replaced Laughlin Constable in 2019 and is responsible for Tourism's general advertising, including: (1) creating and placing general advertising in print, broadcast and internet-based media; (2) public relations efforts; (3) marketing research; and (4) the co-op advertising program. In 2019, Tourism announced contracts with Simpleview and Turner for website development and public relations, respectively. Partial-year expenditures for the contracts totaled \$3,639,900 with Hiebing, \$30,000 for Simpleview, and \$353,400 for Turner. In 2019-20, Tourism reported partial-year, concluding expenditures of \$2,056,800 for services with Laughlin Constable and \$470,000 for services with Ascedia.

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 nota-

ble cultural and natural sites. For the 2019-21 biennium, the contract totals \$200,000 annually. Tourism also conducts multicultural advertising under its contract with Hiebing to target communications to diverse audiences. Previously, advertising targeted to these audiences had been done with a separate contractor.

Office of Marketing Services (OMS)

The Department operates the Office of Marketing Services (OMS) to provide to state agencies services such as marketing plan development, market research, public relations, and advertising. Under the arrangement, Tourism assesses state agencies charges for marketing services sufficient to cover Tourism's cost in providing the services. Recent projects have included recruitment videos, marketing of annual conferences, awareness campaigns for state programs, and agency publications, among others.

Tourism is authorized 1.0 PR position for the office. In 2018-19, Tourism provided approximately 1,500 hours of staff time for 23 projects, with revenue of \$120,000. In 2019-20, it provided approximately 1,100 hours to 15 projects, with revenue of \$87,600. Due to the COVID-19 pandemic, eight projects were only partially billed, or were cancelled, with approximately 500 unbilled hours.

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 in the outdoor recreation industry. Since its creation in 2019, OOR's recent projects have included: (1) creating a stakeholder contact database; (2) meeting with industry stakeholders; (3) establishing a monthly email for subscribers; (4) deploying an input survey to stakeholders; (5) creating a free, downloadable toolkit to advise communities on safe recreation

during the COVID-19 pandemic; and (6) airing a radio public service announcement campaign. Tourism is authorized 3.0 GPR two-year project positions for the office in the 2019-21 biennium, as well as funding of \$274,300 GPR in 2019-20 and \$349,000 GPR in 2020-21 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 unique page views were 23.9 million in each of calendar years 2018 and 2019 as well as 5.7 million new users in 2018 and 6.3 million in 2019. Tourism has also developed social media platforms on Facebook, Twitter, Pinterest, and Instagram, totaling over 803,000 followers as of December, 2020. In addition to follower counts, Tourism tracks audience engagement, which includes comments, post shares, views, and "likes." For example, in 2020, Tourism's Facebook page was visited and engaged with over nine million times. Tourism's Twitter account had approximately three million views and shares, its Instagram account had approximately 2.2 million views, and its YouTube page had over 213,000 views in 2020.

Tourism reports its website and social media

accounts are 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 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 by which prospective visitors can contact the Department for trip planning assistance Monday through Friday, 8:00 am to 4:30 pm. Tourism received approximately 5,200 and 4,400 phone calls on its toll-free numbers in calendar years 2018 and 2019, respectively.

Those who contact Tourism by phone, mail, email or online can request to have informational packets sent to them. The Department estimates that it sent 46,000 and 53,400 packets in calendar years 2018 and 2019, respectively.

Other Marketing Activities

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, call center, email newsletters, direct mail 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.

Tourism conducts international tourism marketing promotions and advertising in conjunction

with other area states through Great Lakes USA, a marketing subprogram of the Council of Great Lakes Governors, and through the Mississippi River Parkway Commission, a group of the 10 states bordering the Mississippi River. Membership for these organizations was \$80,000 and \$20,000, respectively in 2019-20.

Tourism spent \$14,000 in 2019-20 in partnership with Circle Wisconsin, a motor coach marketing organization, to support public relations and direct marketing efforts to tour operators who may be interested in bringing visitors to Wisconsin.

Tourism also promotes Wisconsin's meeting, convention, and sports facilities, including grant programs discussed in a later section. The Department also promotes travel to state-owned or state-affiliated properties, including state parks, natural areas, and historic sites. Tourism is appropriated \$12,100 annually from the parks account of the conservation fund for tourism promotion.

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 non profit organizations, including any tribal government or not-for-profit 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: (1) magazines; (2) newspapers; (3) radio; (4) television; (5) email; (6) internet; (7) direct mail; (8) media kits; and (9) billboards. Expenses ineligible for JEM grants include: (1) operational costs; (2) local advertising; and (3) 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: (1) the applicant has developed an advertising plan and budget; (2) the project coordinates with the statewide tourism marketing strategy; (3) the project has broad appeal and targets markets outside the local area; (4) the project will generate a substantial increase in tourist visits and expenditures; (5) the applicant is able to pay its share of the project costs; and (6) if the project is a continuing event, it has the potential to be self-sufficient within three years.

Events awarded JEM grants in the 2019-20 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 2019-20 awarded grants may be paid in 2020-21 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, 2019-20 program expenditures in Table 4 differ from awards

Table 5: Joint Effort Marketing (JEM) Grant Awards

Type	Description	Maximum Annual Project Amount	Years of Eligibility For Funding	2019-20 Awards
New Event	Projects promote an inaugural event planned to continue in subsequent years.	\$39,550	Three*	\$313,300
Existing Event	Projects promote an existing event targeting new geographic areas or audiences, or using new media.	39,550	Two**	231,900
Sales Promotion	Projects that encourage visits from targeted markets by publicizing discounts or incentives.	39,550	Two**	48,200
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	112,900
Destination Marketing	Projects involving three or more municipalities and 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*	448,600
				<u>\$1,154,900</u>

* Funding may be awarded in nonconsecutive years.

** Funding must occur in consecutive years.

shown in Table 5 and Appendix I.

The JEM grant program offers five different grant options: (1) destination marketing; (2) new event; (3) sales promotion; (4) existing event; and (5) one-time/one-of-a-kind event. Table 5 summarizes each category of the grant, including maximum yearly amounts, years of eligibility, and 2019-20 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. The 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 \$20,000.

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 six grants for a total of \$60,600 in 2018-19, and six grants for \$76,200 in 2019-20. Events awarded Ready, Set, Go! grants in 2018-19 and 2019-20 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 for grants. 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 \$20,000. The Department accepts applications three times a year. Applications must be submitted at least 180 days before the event for events that have already been secured, or 90 days before for those not yet secured. 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 five grants for \$56,700 in 2018-19 and 10 grants for \$141,500 in 2019-20. Grants awarded in those years are for events taking place as late as 2023. Events awarded Meetings Mean Business grants in 2018-19 and 2019-20 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 2019-20 are shown in Appendix IV.

Travel Wisconsin Welcome Centers

Tourism provides funding to eight facilities known as Travel Wisconsin Welcome Centers (TWWCs), typically located on the state's border or other major thoroughfares, where visitors may obtain information about tourism destinations throughout the state. Sites typically operating TWWCs include Beloit, Kenosha, La Crosse, Marinette, Menomonie, Platteville, Prairie du Chien and Superior. TWWCs in Beloit, Kenosha, La Crosse, and Menomonie operate at Department of Transportation rest areas rent-free. Due to the COVID-19 pandemic, the Menomonie Welcome Center was closed as of January 1, 2021, and a re-opening date had not yet been determined. Funding allocated to these centers, along with visitor counts, are shown in Table 6.

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, TWWCs operate with funding from a variety of other sources, including: (1) TIC grants; (2) general budgets of the entity; (3) other area visitors bureaus, chambers of commerce or economic

Table 6: Travel Wisconsin Welcome Centers

Location	Operating Entity	2018-19	2019-20*	CY19 Visitors
Beloit	Visit Beloit	\$51,975	\$51,975	81,300
Kenosha	Kenosha Area Convention & Visitor Bureau	41,495	41,495	85,600
La Crosse	La Crosse Area Convention & Visitor Bureau	20,000	20,000	41,300
Marinette	City of Marinette	3,150	3,150	15,500
Menomonie	Chippewa Falls, Eau Claire, Menomonie and Hudson COCs	36,907	36,907	43,100
Platteville	Platteville Area Chamber of Commerce (COC)	3,150	3,150	10,200
Prairie du Chen	Prairie du Chien Area Chamber of Commerce	8,400	8,400	39,200
Superior	Superior and Douglas County Area Chamber of Commerce	3,150	3,150	28,000
Totals		\$168,227	\$168,227	344,200

* Excludes \$1,980 in miscellaneous supplies costs shown for TWWCs in Table 4.

development organizations; (4) local room tax revenues; (5) grants from the host city or county; and (6) in-kind contributions from public and private sources.

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.

Other Tourism Promotion Activities

Travel Green Wisconsin

Travel Green Wisconsin (TGW) began statewide in 2007 as program to recognize and certify tourism-related businesses that voluntarily minimize their waste, energy use, and overall environmental footprint. Certified participants may use the TGW logo in their promotional and marketing materials, and are listed on Tourism's program website.

As of July 1, 2020, TGW included 500 active certified participants. Participating businesses pay a \$95 membership fee for their first year. Prior to 2017, this fee was also assessed biennially for existing participants, but Tourism no longer charges a renewal fee.

Regional Tourism Specialists

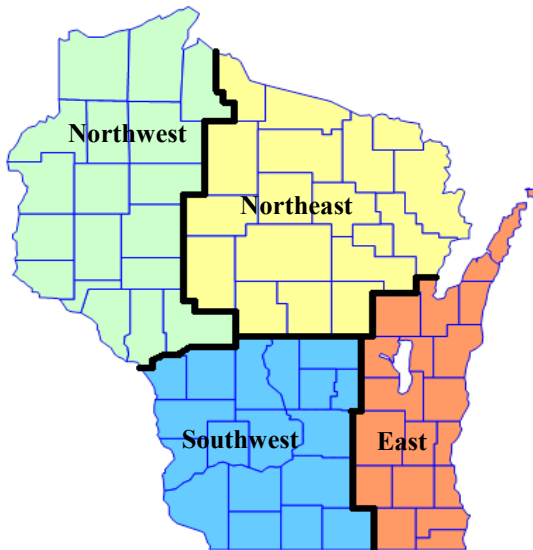
The Department of Tourism has four tourism specialists located in regions throughout the state

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. The specialists work from Waupaca (Northeast), Siren (Northwest), Beaver Dam (Southwest), and Genoa City (East). Figure 1 illustrates the areas of the state covered by each specialist.

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. Due

Figure 1: Program Areas for Regional Tourism Specialists



to COVID-19, the 2021 Conference has not yet been scheduled and may be conducted virtually.

Boards and Attached Agencies

The Department of Tourism currently oversees budgeting 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 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.

Arts Board

The Arts Board is a 15-member, Governor-appointed body responsible for promoting the 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 Tourism Secretary. However, the Board still selects the Executive Secretary, who serves at the Board's pleasure.

In 2020-21, the Arts Board is budgeted state funding of \$765,100 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 \$813,700 for 2019-20 and

Table 7: Arts Board 2020-21 Appropriations

Category (State Fund Source)	State	Federal	Total
Staff and Operations (GPR)	\$289,100		
Grants			
State Aid for the Arts (GPR)	\$359,300		
Regranting (GPR)	116,700		
Woodland Indian Arts Initiative (PR)	<u>24,900</u>		
Subtotal - Grants	\$500,900		
Total Available - Current Law	\$790,000	\$790,000	\$1,580,000
Additional Funds with State Match	\$23,100	\$23,100	\$46,200
Total with Additional State Match	\$813,100	\$813,100	\$1,626,200

\$813,100 for 2020-21.

Available state and federal funding for 2020-21 staff, operations, and grants are shown in Table 7. As of December, 2020, total appropriations of match-eligible state funding are \$790,000 in 2020-21, including \$765,100 GPR and \$24,900 tribal gaming PR. The Arts Board would require additional state funding of \$23,100 to receive the entire federal grant for 2020-21.

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: (1) include a public announcement of its occurrence; (2) be in a place accessible to persons with disabilities; and (3) 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.

Creative Communities Grants. The Creative Communities Grant program provides funding in one of three areas: (1) 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; (2) local arts, which provides funding to community groups or local government agencies to plan and implement arts programming; and (3) 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. The Arts Board reports for 2020-21, its yearly dues payments to Arts Midwest (\$36,300) and \$10,000 to the National Assembly of State Arts Agencies were paid directly to those entities by NEA, thereby reducing the Arts Board's federal grant and required state match.

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 to Tourism support administrative functions for the Kickapoo Reserve Management Board. The Board is responsible for: (1) managing the land in the Kickapoo River valley to preserve and enhance its unique environmental, cultural, and scenic features; (2) providing facilities for the use and enjoyment of visitors to the Reserve; and (3) promoting the Reserve as a destination for vacationing and recreation.

The Board is appropriated \$754,300 SEG and 2.75 positions from the forestry account of the conservation fund annually in the 2019-21 biennium. In each year for 2019-21, the Board is authorized \$161,700 PR with 1.0 education coordinator position for services such as recreational and educational programming for the public and area schools, and \$69,400 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 2019-21, 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 \$270,400 in 2018-19 and \$271,600 in 2019-20.

COVID-19 Tourism and Arts Support Funding

The federal Coronavirus Aid, Relief, and Economic Security (CARES) Act of 2020 was signed into law March 27, 2020, to provide federal financial assistance in light of severe economic disruptions prompted by the outbreak of the novel coronavirus causing COVID-19. The CARES Act created the Coronavirus Relief Fund (CRF), which provided assistance to states and certain municipalities to allocate generally at their discretion, consistent with CARES Act provisions and guidance from the U.S. Treasury Department. With the exception of one program described in the following paragraphs, all funding consisted of state CRF monies.

In Wisconsin, the Governor throughout 2020 announced multiple programs to support the tourism industry, nonprofit cultural organizations, or performance venues. Those grant programs are described in the following sections. Unless noted, the programs were operated by the Department of Administration.

In addition to the programs described in this section, certain businesses may have participated in additional assistance programs for small businesses offered by the Department of Revenue and the Wisconsin Economic Development Corporation. [See the Legislative Fiscal Bureau's informational paper entitled, "Wisconsin Economic Development Corporation."]

Tourism Relief to Accelerate Vitality and Economic Lift (TRAVEL) Grants Program

TRAVEL grants were awarded to Wisconsin's

tourism promotion and tourism development organizations, such as convention and visitors bureaus, to support these organizations in resuming business operations and restoring economic activity lost during the COVID-19 public health emergency. In October, 2020, Tourism announced grants totaling \$11,895,000 for 158 recipients.

Two types of grant funding were provided: (1) funds to support the continuation of operations due to impacts of COVID-19; and (2) marketing funds to promote a safe and healthy experience for travelers and resident consumers amid the COVID-19 public health emergency. Eligible applicants were to meet the following general criteria: (1) be a tourism-focused Wisconsin government or private nonprofit organization; (2) provide tourism promotion and tourism development services for geographic-based traveler destinations; (3) operate for the benefit of the public; and (4) be in continuous operation since March 1, 2019. Ineligible applicants included for-profit organizations, non-tourism related organizations, individuals, nonprofit independent arts organizations, solely event-based organizations, and political organizations.

Maximum grants were to be \$500,000 per award or 25% of the applicant's average tourism marketing and development budget over the three previous fiscal years, whichever is less. Five recipients were awarded the maximum grant amount. Grants are to support expenditures made or revenues lost between March 1, 2020, and December 30, 2020.

Lodging Industry Grants

In December, 2020, a total of \$18,075,400 was awarded to 663 recipients operating hotels and lodging businesses to mitigate revenue impacts of generally lower traveler volumes and to cover costs of implementing health and sanitation best practices. Eligible applicants were sole proprietorships, partnerships, corporations, limited liability companies or joint ventures that own and operate

licensed hotels, motels, or bed-and-breakfast establishments in Wisconsin. Recipients were required to be in good standing with the Department of Financial Institutions and Department of Revenue, and be in operation since at least September 1, 2019. Seasonal, unlicensed, privately held vacation properties, and temporary lodging properties were generally ineligible. According to the administration, grant amounts average \$350 per eligible room.

Music and Performance Venue Grants

In December, 2020, a total of \$17,341,800 was awarded to 118 music and performance venues experiencing long-term closures during the COVID-19 public health emergency. Awards were intended not to exceed \$500,000 or 25% of 2019 ticket or event sales, whichever is less, and cover expenses made or revenues lost from March 1, 2020, and December 30, 2020. Based on the number of recipients and the amount available, the highest award amount was \$395,300. In addition to other criteria, eligible applicants were those venues that generate 33% or more of revenues through direct ticket sales or direct event charges for the production or presentation of live music, other entertainment or large conventions and meetings. Recipients also were required to be in operation since at least September 1, 2019. Multiple recipients were local or regional performing arts centers who would typically support artistic performances or resident arts groups.

Cultural Organization Grant Program

In November, 2020, nonprofit cultural organizations whose operations have been negatively affected by COVID-19 were awarded \$15,008,800. Eligible organizations were those who, in addition to other criteria, are nonprofit, nongovernmental tax-exempt organizations with a primary mission of producing, presenting, or exhibiting cultural disciplines such as music, dance, theater, literature, and the visual arts, or items of environmental

or scientific interest. Recipients must be in operation since at least March 1, 2019.

Grants were intended to be not more than \$250,000 or 25% of the applicant's average operating revenues over the three previous fiscal years, whichever is less. However, based on the available funding and number of recipients, the maximum grant awarded was \$137,700. Grants are to support expenditures made or revenues lost between March 1, 2020, and December 30, 2020. Eligible expenditures generally include: (1) employee compensation; (2) protective equipment for staff; (3) cleaning and sanitizing expenses; and (4) equipment to facilitate employee telework. Applications were scored according to: (1) financial need; (2) the extent to which the presentation, production or exhibition of cultural arts are part of the applicant's mission and goals; and (3) the applicant's area served, including contacts with residents or other organizations and the applicant's impacts on the community.

Additional State Aid for the Arts

The CARES Act provided additional funding of \$75 million expiring September 30, 2021, to the NEA for grants to regional, state, and individual arts organizations to support general operating expenses of recipient organizations. Under the CARES Act, 40% of funding (\$30 million) was allocated to state and regional arts organizations, including the Wisconsin Arts Board, and 60% (\$45 million) was to be awarded directly to individual organizations. Grant recipients are exempt from usually required match funding. Awards to state arts organizations are allocated as a flat amount per state plus an adjustment based on population.

The Arts Board received \$466,000 in additional aids, which it distributed to 98 recipients in July, 2020. Additionally, Arts Midwest awarded a total of \$78,000 to 12 recipients, and direct NEA funding of \$600,000 went to 12 recipients.

APPENDIX I

Joint Effort Marketing Grant Awards in 2019-20

<u>Event Name</u>	<u>Event Type</u>	<u>Amount</u>	<u>County</u>	<u>Organizer</u>
(4th Annual) Cars and Guitars Car Show - Year 2	Existing Event	\$4,965	Brown	The Automobile Gallery
American Players Theatre Presents Art in the Woods - Year 2	New Event	39,500	Iowa	American Players Theatre
Art Slam Manitowoc - Year 2	Existing Event	5,083	Manitowoc	Lakeshore Artists Guild
Barron County Xtreme Bull Event	New Event	20,888	Barron	Barron County Pro Rodeo Inc.
Blue Ox Music Festival	Existing Event	39,500	Eau Claire	Visit Eau Claire
Boulder Junction Forest Frenzy Winter Triathlon - Year 3	New Event	5,000	Vilas	Boulder Junction Chamber of Commerce
Celebrating and Growing Eau Claire, Wisconsin's Kubba Culture Year 2	Marketing	15,000	Eau Claire	Visit Eau Claire
Central Wisconsin COVID-19 Recovery	Marketing	39,550	Multiple	Visit Marshfield
Come Out and Play! Driftless Wisconsin: Your Outdoor Recreation Playground	Marketing	29,910	Multiple	Driftless Wisconsin, Inc.
Comics in Wisconsin: Fifty Years of Funnies	One-Time/ One-of-a-Kind	28,182	Washington	Museum of Wisconsin Art
Coon Creek Canoe Race - Year 2	Existing Event	10,176	Vernon	Coon Valley Business Association
Country Boom - Year 2	Existing Event	39,550	La Crosse	Country Boom Foundation Inc.
Country Jam USA - Operation Head East	Existing Event	9,600	Eau Claire	Visit Eau Claire
Dirty Ninja Mud Run for Kids	Existing Event	5,000	Washington	City of West Bend
Dream Now, Travel Later	Marketing	39,000	Brown	Greater Green Bay Convention & Visitors Bureau
Driftless Outdoors Show - Year 3	New Event	6,825	La Crosse	Explore La Crosse
East Troy Lights	New Event	19,225	Walworth	East Troy Area Chamber of Commerce
Essential Madison Experiences - Year 2	Marketing	16,000	Dane	Destination Madison
Experience the Urban Outdoors of Greater Madison	Marketing	35,250	Dane	Destination Madison
Fall In Love With the Byway - Year 3	Marketing	21,000	Multiple	Forest County Economic Development Partnership
Family Fall Fest - Year 2	Existing Event	10,514	Ashland	Madeline Island Chamber of Commerce
Fox Cities Re-Branding	Marketing	39,550	Outagamie	Fox Cities Convention & Visitors Bureau
Getaway to Janesville, Wisconsin's Great Outside	Sales Promotion	7,700	Rock	Janesville Area Convention & Visitors Bureau
Grant County Driftless Re-Boot - Year 2	Marketing	10,000	Grant	Grant County Tourism Council
Indulge Milwaukee	New Event	39,500	Milwaukee	Wisconsin Restaurant Association Education Foundation
Lake Superior & Apostles Islands on Chequamegon Bay	Marketing	38,050	Multiple	Bayfield Chamber & Visitor's Bureau

APPENDIX I (continued)

Joint Effort Marketing Grant Awards in 2019-20

<u>Event Name</u>	<u>Event Type</u>	<u>Amount</u>	<u>County</u>	<u>Organizer</u>
Mammoth Hike Challenge on the Ice Age Trail	Marketing	\$39,525	Multiple	Ice Age Trail Alliance
Milwaukee Museum Week	Existing Event	18,000	Milwaukee	Milwaukee County Historical Society
Oshkosh Restaurant Week 2020 - Year 2	Existing Event	7,500	Winnebago	Oshkosh Convention & Visitor Bureau
Price County QUADtoberFest ATV/UTV Rally	New Event	7,061	Price	Phillips Area Chamber of Commerce
Project North Festival - Year 2	New Event	11,300	Oneida	Rhineland Area Chamber of Commerce
Racine Zoo Lantern Festival - Year 2	New Event	39,550	Racine	Racine Zoological Society, Inc.
Rib Mountain Adventure Challenge/Xtreme Weekend	Existing Event	39,550	Marathon	Ironbull
Rome Fat Bike Fest	New Event	7,350	Adams	Visit Rome, WI, Inc.
Scandinavian Design and the United States	One-Time/ One-of-a-Kind	28,250	Milwaukee	Milwaukee Art Museum
Scenic HWY 42 – More Than A Route A Destination	Marketing	9,578	Multiple	Manitowoc Area Visitor and Convention Bureau
Shakespeare in the State Parks - The Winter's Tale - Year 2	Existing Event	7,200	Multiple	Summit Players Theatre
Shipwrecks of Door County - Year 3	New Event	12,800	Door	Door County Maritime Museum
Sledding in Sawyer County: A Snowmobile Friendly Community	Marketing	16,225	Sawyer	Hayward Lakes VCB
Sports Milwaukee Brand Development	Marketing	20,847	Milwaukee	Visit Milwaukee
Spurs & Skis Skijoring Stampede - Year 2	New Event	19,775	Barron	Rice Lake Tourism & Retail Development
Taste of Oneida County	New Event	12,000	Oneida	Minocqua Area Chamber of Commerce
The Art Preserve - Opening Celebration	One-Time/ One-of-a-Kind	28,250	Sheboygan	John Michael Kohler Arts Center
The Crane Event! International Crane Foundation's Grand Opening 2020	One-Time/ One-of-a-Kind	28,250	Sauk	International Crane Foundation, Inc.
The WashCo Outdoor Experience Sales Promotion	Sales Promotion	20,500	Washburn	Washburn County Tourism Association
Wausau/Central WI: Wisconsin's Winter Playground	Marketing	39,500	Marathon	Wausau/Central Wisconsin Convention & Visitors Bureau
Welcome Back to Wisconsin's Great River Road	Sales Promotion	20,000	Multiple	Wisconsin Mississippi River Parkway Commission
WeLoveTheNorthWoods	Marketing	39,550	Multiple	Minocqua Area Chamber of Commerce
Winterfest & U.S. National Snow Sculpting Competition 2020 - Year 2	Existing Event	35,300	Walworth	Visit Lake Geneva
Wisconsin Game Fest - Year 2	New Event	34,575	Chippewa	Chippewa Falls Area Chamber of Commerce
Wisconsin Learn to Ski and Snowboard Week	New Event	<u>37,950</u>	Multiple	Skiing Wisconsin Inc.
Total		\$1,154,904		

Note: Awards listed were made in 2019-20 and will be reimbursed mostly in 2020-21. As such, award amounts do not match JEM grant expenditures for 2019-20 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>
2018-19			
71st U.S. Golf Association Girls Junior Championships	\$15,000	Portage	Stevens Point Area Convention and Visitors Bureau
Major League Fishing Bass Pro Tour	15,000	La Crosse	Explore La Crosse
Janesville Golf Classic LPGA Symetra & Legends Tour	12,000	Rock	Janesville Area Convention and Visitors Bureau
Beach Soccer Qualifier Presented by Pro-Am Beach Soccer (PABS)	7,592	Manitowoc	Manitowoc Area Visitor and Convention Bureau
UANA Pan American Junior Open Water Swimming Championships	6,000	Kenosha	Pleasant Prairie Convention and Visitors Bureau
Badger State Nationals	<u>5,000</u>	Wood	Wis. Rapids Area Convention and Visitors Bureau
Total	\$60,592		
2019-20			
U.S. Futsal 2021-2024 North Central Regional	\$20,000	Dane	Madison Area Sports Commission
Student Angler Federation (SAF) High School Fishing World Finals & National Championship	20,000	La Crosse	Explore La Crosse
USA Triathlon Age Group National Championship	15,000	Milwaukee	Visit Milwaukee
2020 U.S. Figure Skating Upper Great Lakes Regional Singles Challenge	14,000	Outagamie	Fox Cities Convention & Visitors Bureau
World Bench Press & Deadlift Championship	5,000	Sauk	Wisconsin Dells Visitor & Convention Bureau
U.S. Snowshoe Association 2021 National Championship	<u>2,150</u>	Eau Claire	Visit Eau Claire
Total	\$76,150		

APPENDIX III

Meetings Mean Business Grant Awards

<u>Event Name</u>	<u>Awarded</u>	<u>County</u>	<u>Recipient Organization</u>
2018-19			
Junior National Hereford Expo	\$20,000	Dane	Greater Madison CVB
Small Market Meetings - 2019 Convention and Marketplace	20,000	Brown	Greater Green Bay CVB
Council of American Maritime Museums Annual Conference	6,270	Manitowoc	Manitowoc Area VCB
Historic Naval Ships Association Annual Conference	6,423	Manitowoc	Manitowoc Area CVB
2020 AE/AOE Sailors Association Reunion	<u>4,000</u>	Waukesha	Visit Brookfield
Total	\$56,693		
2019-20			
Cru21 & Summer21	\$20,000	Milwaukee	Visit Milwaukee
IAGTO North America Golf Tourism Convention	20,000	Walworth	Visit Lake Geneva
Midwest Shrine Association 2022 Summer Session	20,000	Brown	Greater Green Bay Convention & Visitors Bureau
National Conference on Undergraduate Research	20,000	Eau Claire	Visit Eau Claire
Society of American Travel Writers (SATW) 2020 Annual Convention	20,000	Milwaukee	Visit Milwaukee
NIFA Safecon 2020 100th Anniversary (National Intercollegiate Flying Association Safety Conference)	15,000	Winnebago	Oshkosh Convention & Visitors Bureau
National Junior Angus Show	10,000	Dane	Destination Madison
National Outstanding Young Farmers of America 2021 Awards Congress	9,000	Outagamie	Fox Cities Convention & Visitors Bureau
Destinations International Advocacy Summit & Fall Learning Week	5,000	Dane	Destination Madison
2021 RCC Convention	<u>2,500</u>	La Crosse	Explore La Crosse
Total	\$141,500		

APPENDIX IV

Tourist Information Center Grant Awards in 2019-20

<u>Organization</u>	<u>County</u>	<u>Amount</u>
Friends of the Center Alliance	Ashland	\$14,990
Madeline Island Chamber of Commerce	Ashland	500
Bayfield Chamber of Commerce and Visitor Bureau	Bayfield	2,063
Prairie du Chien Chamber of Commerce	Crawford	15,000
Superior-Douglas County Chamber	Douglas	15,000
Hudson Area Chamber of Commerce	Dunn	7,500
Eau Claire Convention and Visitors Bureau	Eau Claire	9,000
Forest County Chamber of Commerce	Forest	2,788
Platteville Chamber of Commerce	Grant	15,000
Kenosha Area Convention and Visitors Bureau	Kenosha	15,000
Explore La Crosse	La Crosse	9,659
Manitowoc Area Convention and Visitors Bureau	Manitowoc	4,000
City of Marinette	Marinette	3,500
Polk County Tourism	Polk	12,500
Stevens Point Area Convention and Visitors Bureau	Portage	11,500
Burlington Chamber of Commerce	Racine	2,250
Racine County Convention and Visitors Bureau	Racine	3,250
Beloit Convention & Visitors Bureau	Rock	15,000
Washburn County Tourism Association	Washburn	<u>1,500</u>
Total		\$160,000