This grant program is open to non-profit tourism organizations, municipalities or Native American tribes who operate a regional tourist information center, providing information on cultural, recreational and other tourism businesses. This means that you are housed in a key location for travelers to stop by, that you have trained staff, track visitors and provide information on your region and the state.

Reviewed: 2 times/year (January, July)

Applications are due by midnight on the first day of the review month.

Max Award: $15,000 per year/$7,500 per round

Guidelines:

- The fund has $160,000 per fiscal year available for this program
- Eligible applicants include non-profit tourism organizations, municipalities or Native American tribes who operate a regional tourist information center
- Information center must be housed in a key location for travelers to stop by, have trained staff, track visitors and provide information on your region and the state
- The grant program will reimburse up to 50% of eligible expenses:
  - Staffing costs for the TIC
  - Signage at or near center’s location or audio visual equipment
  - Costs for standard display equipment such as racks or shelving
- Approved grants are handled as expense reimbursements. Expenses must be incurred before submitting an application
- Applications are due by January 1 for eligible expenses already incurred between July 1 and December 31 of the previous calendar year. Applications are due by July 1 for eligible expenses already incurred between January 1 and June 30 of that year.

Applications should include:
- Hours center is open and staffed for the year
- Number of walk-in visitors served for the year
- Description of how applicant provides information on and promotes Wisconsin tourism businesses
- Description of why the center’s location attracts tourists seeking travel information
- Listing of publications available in center
- Receipted vouchers for requested reimbursement
- Payroll register for staffing of the center

Applications can be submitted at grants.travelwisconsin.com. Resources for writing a successful TIC application are available at industry.travelwisconsin.com.

For additional questions or assistance, please contact Heidi Schultz, Grant Coordinator, at 608-261-6272 or email hschultz@travelwisconsin.com.