



The Department is pleased to support our industry partners that are on the front lines of meeting, greeting and directing travelers on the road. Providing information about the state of Wisconsin and your region drives traveler spending and helps visitors have a memorable Wisconsin visit.

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 the 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 Roekle, Grant Coordinator, at 608-261-6272 or email hroekle@travelwisconsin.com.