



WISCONSIN
— DEPARTMENT OF TOURISM —

GRANT AWARDS

FY 2026



Fiscal Year 2026 | July 1, 2025 - June 30, 2026

JOINT EFFORT MARKETING GRANTS

Each year, the Department of Tourism awards more than $1 million to Wisconsin-based nonprofit organizations through four grant programs. Grants offset a portion of the promotional costs associated with marketing expenses that drive visitor spending in Wisconsin.

1	**APT Wellness Weekend** *New Event* | Iowa County	$39,550
2	**Blues, Brews, & BBQ's - Year 2** *Existing Event* | Marinette County	$10,000
3	**Chicago Collects: Jewelry In Perspective** *One-Time/One-of-A-Kind* | Winnebago County	$13,000
4	**Christmas at the Pabst Mansion** *Existing Event* | Milwaukee County	$22,500
5	**Christmas in Paoli: A Month of Holiday Magic!** *New Event* | Dane County	$39,500
6	**Dairyland Balloon Jubilee - Year 2** *New Event* | Wood County	$38,500
7	**Dark Sky, Star Bright** *New Event* | Bayfield County	$29,625
8	**Dodge County Brand Development Project - Year 3** *Destination Marketing* | Dodge County	$25,350
9	**Door County Plein Air Festival - Year 2** *Existing Event* | Door County	$39,550
10	**Eau Claire Fall Festival - Year 2** *Existing Event* | Eau Claire County	$3,750
11	**Guadalupe Maravilla with Emery Blagdon: The star exploding in the body** *One-Time/One-of-A-Kind* | *Sheboygan County*	$28,250
12	**Harry Whitehorse International Wood Sculpture Festival - Year 2** *New Event* | Dane County	$39,550
13	**Harvest Fest** *Existing Event* | Oconto County	$4,800
14	**How Do You Winter? - Year 3** *Destination Marketing* | Eau Claire County	$20,000
15	**In/Between Festival** *New Event* | Racine County	$28,125
16	**It's In Our Nature - Winter Outdoor Rec Campaign** *Destination Marketing* | La Crosse County	$28,800
17	**Jurassic Journey** *New Event* | Waukesha County	$32,225
18	**Keys To Kenosha** *New Event* | Kenosha County	$14,500
19	**LaCrosseAF - Adventure Festival - Year 2** *New Event* | La Crosse County	$26,000
20	**Let's Ride Powersports Expo** *Existing Event* | Winnebago County	$20,000
21	**Milwaukee Art Escape** *Sales Promotion* | Milwaukee County	$27,700
22	**Milwaukee Lakefront Marathon** *Existing Event* | Milwaukee County	$39,350
23	**MOWA: American Landscape: Shifting Perspectives Exhibition** *One-Time/One-of-A-Kind* | Washington County	$27,424
24	**MOWA: Frank Lloyd Wright Exhibition** *One-Time/One-of-A-Kind* | West Bend County	$28,250
25	**Murals In Menomonie, featuring the Walldogs** *One-Time/One-of-A-Kind* | Dunn County	$28,240
26	**Phillips on Tap** *Existing Event* | Price County	$27,750
27	**Pistons & Props** *Existing Event* | Rock County	$20,000
28	**Play. A Play. And a Stay.** *Sales Promotion* | Dane County	$20,000
29	**Ride Wisconsin Gravel** *Destination Marketing* | Marathon County	$39,550
30	**Sheboygan Film Festival** *Existing Event* | Sheboygan County	$21,850
31	**Small Town, Big Festival: The Budweiser Dairyland Super National Truck and Tractor Pull** *Existing Event* | Monroe County	$19,650
32	**Snowmobile Northwoods - Year 3** *Destination Marketing* | Vilas and Oneida Counties	$16,650
33	**Snowvana** *Existing Event* | Milwaukee County	$36,861
34	**Summer Jam 2026 - Year 2** *New Event* | Eau Claire County	$39,550
35	**Sun Prairie Mural Fest - Year 2** *New Event* | Dane County	$17,437
36	**The Balloon Adventure - Year 3** *New Event* | Walworth County	$18,763
37	**Trempealeau County Brand Development Project - Year 2** *Destination Marketing* | Trempealeau County	$39,550
38	**Two National Trails. One Basecamp. - Year 2** *Destination Marketing* | Marathon County	$39,550
39	**Waterfowl Hunters Expo - Year 2** *Existing Event* | Winnebago County	$39,250.00
40	**Wisconsin Art Destinations: Visit 3 = Get a T! - Year 2** *Sales Promotion* | Multiple Counties	$39,550.00
41	**Wisconsin Children's Museums - Destinations for Families Collaboration - Year 2** *Destination Marketing* | Multiple Counties	$39,550
	TOTAL AWARDED	**$1,130,000**

Projects supported by JEM grants are expected to generate more than

$27.6 MILLION

in visitor spending.



READY, SET, GO! SPORTS GRANTS

The Ready, Set, Go! (RSG) grant program assists destinations in securing competitive sporting events that are not regularly held in Wisconsin and require an upfront financial commitment.

1	**2026 DockDogs World Championship** Dane County	$15,000
2	**2026 Four Fangs National Youth Soccer Tournament** Outagamie County	$7,500
3	**2026 U.S. Olympic Team Trials Speedskating** Milwaukee County	$15,000
4	**2026 USA Table Tennis Midwest Championships** Rock County	$1,890
5	**2027 Bassmaster Junior & High School Series Championships** La Crosse County	$25,000
6	**2028 United States Gaelic Athletic Association Finals** Dane County	$15,000
7	**American Jump Rope National Championship** Eau Claire County	$11,932
	TOTAL AWARDED	**$ 91,322**

The seven events supported by Ready, Set, Go! grants are expected to generate more than

$4.7 MILLION

in visitor spending.

MEETINGS MEAN BUSINESS GRANTS

The Meetings Mean Business (MMB) grant program assists destinations in securing regional and national meetings or conventions not regularly scheduled in Wisconsin.

1	**ACS 2027 Annual Conference (Cheese)** Dane County	$20,000
2	**AOS 2027 Annual Meeting** Dane County	$10,000
3	**IAEE's Expo! Expo! 2026** Milwaukee County	$30,000
4	**ICPC 2028 Annual Training** Brown County	$10,000
5	**Midwest Tandem Rally 2027** Marathon County	$4,900
6	**Midwest Travel Journalist Association 2026** Eau Claire County	$7,500
7	**SAFETECH 2026 Annual Convention** Waukesha County	$3,375
8	**Sangerfest 2026** La Crosse County	$4,500
9	**The Society of American Magicians Convention** Outagamie County	$20,000
	TOTAL AWARDED	**$110,275**

The nine events supported by Meetings Mean Business grants are expected to generate more than

$6.9 MILLION

in visitor spending.

TOURIST INFORMATION CENTER GRANTS

The Tourist Information Center (TIC) grant program provides financial assistance to nonprofit tourism organizations, municipalities or Native American tribes operating a regional tourist information center.

1	**Algoma** Kewaunee County	$3,263
2	**Ashland** Ashland County	$5,177
3	**Beloit** Rock County	$15,000
4	**Door County** Door County	$10,500
5	**Florence** Florence County	$4,000
6	**Green Bay** Brown County	$7,500
7	**Kenosha** Kenosha County	$15,000
8	**La Crosse** La Crosse County	$15,000
9	**Madeline Island** Ashland County	$2,000
10	**Marinette** Marinette County	$6,500
11	**Milwaukee** Milwaukee County	$4,060
12	**Minocqua** Oneida County	$7,000
13	**Platteville** Grant County	$11,000
14	**Prairie du Chien** Crawford County	$15,000
15	**St. Croix Falls** Polk County	$14,500
16	**Stevens Point** Portage County	$9,500
17	**Wisconsin Dells** Sauk County	$15,000
	TOTAL AWARDED	**$160,000**

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

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