

Gov. Address - More Than \$20 Million in Tourism Capital Investment Grants Across the State

Written by GOV Press Wisconsin
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MADISON — Gov. Tony Evers today delivered the Democratic Radio Address highlighting \$21.9 million in grants [announced earlier this week](#) awarded to 27 local governments and organizations through the Tourism Capital Investment Grant Program. These grants will support major tourism-related capital improvement projects across the state that will help promote, maintain, or bolster Wisconsin's tourism industry.

[Audio File of Radio Address](#) .

Hi, folks. Governor Tony Evers here.

Tourism is a \$17.3 billion industry in our state that supports more than 150,000 jobs in communities across Wisconsin. In fact, the overall Wisconsin tourism industry recovery last fall even outpaced the national average.

That's exactly why we've made major investments in our tourism industry, providing more than \$200 million in support throughout the last two years.

We know that the tourism industry is critically important for our local economies—promoting events, small businesses, local restaurants and hotels, outdoor recreation industries, and so much more.

And that if we want to continue this industry's success—and all the industries that depend on it—we need to make long-term investments to ensure this essential part of our economy stays strong.

So, this week, I announced our Tourism Capital Investment Grant Program to provide up to \$3.5 million grants for shovel-ready tourism-related investment projects that help promote, maintain, or bolster Wisconsin's tourism industry.

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That grant program received 200 applicants and this week, we are announcing more than \$20 million in grants will be distributed across the state to help areas that serve as gateways for national and international visitors to experience all Wisconsin has to offer.

From Green Bay to Hayward to Wisconsin Dells—and everywhere in between—these projects will bring more folks to our state, encourage them to stay a little longer and spend a few extra bucks, and that means more jobs and economic activity for all the hard-working folks here in Wisconsin.

Thanks so much.