

Dept. of Administration: Applications open for \$10 million Tourism Capital Grant Program

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Madison, Wis. - Today, the Wisconsin Department of Administration (DOA) announced it is accepting applications for the Tourism Capital Grant Program. The grants will provide up to \$10 million for local and Tribal governments and tourism-related nonprofits to invest in shovel-ready tourism-related capital projects.

As part of his effort to help Wisconsin's tourism industry recover from the impacts of the COVID-19 pandemic, Gov. Evers [announced in August](#) that he created the \$10 million Tourism Capital Grant program for investment projects that promote, maintain, and bolster the state's critical tourism industry. This latest round of funding is part of the governor's \$150 million total investment into the state's tourism and entertainment industries through federal American Rescue Plan Act funds.

"This important investment will allow our tourism industry to welcome more visitors to Wisconsin," said DOA Secretary Joel Brennan. "Whether making renovations to entice new visitors or constructing outdoor spaces for year-round use, these pandemic relief investments will help our tourism sector to continue to bounce back strong."

"These grants will play an important role in helping us build the tourism infrastructure that will lead us not only through this recovery, but well beyond," said Department of Tourism Secretary-designee Anne Sayers. "Ongoing commitment to Wisconsin tourism will ensure the industry continues to bounce back stronger and will make Wisconsin a stand-out destination for future visitors ready to discover the unexpected."

Grants of up to \$3.5 million will be awarded through a competitive application process. Eligibility criteria and grant application materials for the Tourism Capital Grant Program, as

well as information about an upcoming program webinar and Q&A submissions, are available on the [program website](#).

The grant application launched today will be administered by the DOA and will remain open through November 12, 2021.

Updates will also be provided via the [Tourism Capital Grant program listserv](#).

For updates on other pandemic-related grant opportunities, sign up for the [Badger Bounceback update list](#).