

Evers Campaign: ICYMI: Gov. Evers bolsters Wisconsin's vibrant tourism industry

Posted on Friday, Feb 4, 2022

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MADISON, Wis. — This week, Governor Tony Evers travelled across Wisconsin to deliver more than \$20 million in major tourism investments that will bolster local communities and grow economic opportunities. The tourism industry contributes more than \$17 billion to the state's economy and employs more than 150,000 Wisconsinites — and tourism is critically important to local economies.

Since 2020, Gov. Evers has delivered more than \$200 million for the tourism, travel, lodging, and entertainment industries. A full list of recent tourism recipients is available [here](#).

Here's how Gov. Evers' tourism investments will make a major difference in Wisconsin communities:

[KBJR: Evers uses pandemic funds to invest in Northwoods tourism](#)

- *"Tourism in the state of Wisconsin is a really big deal. Millions and millions of dollars are brought into our state every single year. Northern Wisconsin, Hayward is a perfect example of that," said Evers.*

[Channel 3000: Gov. Evers announces more than \\$20 million in tourism grants](#)

- *Popular tourist destinations across Wisconsin got a boost Wednesday after Gov. Tony Evers announced a new round of grants worth more than \$20 million.*

Green Bay Press Gazette: [Green Bay area one step closer to visitors center after Evers awards tourism funds](#)

- *The money gives Discover Green Bay the \$6.5 million needed to build the 12,500-square-foot visitors center on land near Interstate 41 and Lombardi Avenue. Local officials were both relieved and excited the project could finally proceed after nearly four years.*

Daily Jefferson County Union: [Jefferson County, Johnson Creek to receive tourism grants](#)

- *Jefferson County will receive a \$242,000 grant to make on-site improvements and upgrades to its Fair Park which holds more than 200 days of events throughout the year.*

WMTV: [More than \\$21 million awarded to Wisconsin tourism projects, including Alliant Energy Center](#)

- *Dane County received \$3.2 million for the Alliant Energy Center. The county will use the funds to provide upgrades to the center, including heating, electrical and cooling services that meet the needs of cattle, horse and other animal shows held year-round.*

WQOW: [Chippewa Falls Chamber of Commerce plans new disc golf course with tourism grant funds](#)

- *The Chippewa Falls Area Chamber of Commerce will receive \$30,000. According to a press release, the funds will be used to create a championship disc golf course to attract new visitors. And in the winter season, the course will be used for snowshoeing and ski trails.*

WKBT: [Pump House in La Crosse, Prairie du Chien Main Street receive state tourism grants](#)

- *Driftless Development, also known as Prairie du Chien Main Street, will receive a \$119,182 grant to help host a celebration of the 350th anniversary of the expedition of Marquette and Jolilet down the Wisconsin River to the Mississippi River.*

Milwaukee Journal Sentinel: [An increase in cruise ships docking at Port Milwaukee is bringing \\$6M to help accommodate the traffic](#)

- *A big increase in cruise ships docking at Port Milwaukee is bringing around \$6 million in improvements to help accommodate that traffic.*
- *And a major piece of that funding will be a \$3.5 million grant to help expand maritime infrastructure for larger cruise ships, Gov. Tony Evers announced Thursday.*

Fox 6: [Port Milwaukee, Milwaukee County Zoo receive \\$3.5M tourism grants](#)

- *A second grant, also worth \$3.5 million, is going to the Milwaukee County Zoo. The money will be used to revitalize the Humboldt penguin exhibit at the entrance to the zoo - as well as enhance the guest experience.*