



WISCONSIN LEGISLATURE

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FOR IMMEDIATE RELEASE

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Contact: Rep. Alex Dallman (608) 237-9141

Radio Address: Rep. Dallman on Wisconsin Tourism

MADISON – Representative Alex Dallman (R – Green Lake) released the weekly radio address on behalf of Wisconsin Legislative Republicans.

As a member of the state’s budget-writing committee, I have been working alongside my constituents, colleagues, and stakeholders to craft a budget that works for ALL of Wisconsin. And as representative of the communities of Green Lake, Lake Delton, and Wisconsin Dells, I am excited to give you an update on the recent actions that Legislative Republicans have made to further invest and strengthen our state’s nearly \$24 billion tourism industry.

Last week, the Joint Finance Committee took action to provide \$22 million to the Department of Tourism to market the State of Wisconsin to travelers and visitors alike. This includes a 7.5% bump to the department’s existing marketing budget – delivering more than what Governor Evers proposed in his budget request for ongoing marketing funding.

The Finance Committee also approved a new Opportunity, Attraction, and Promotion Fund which will provide an avenue for the State to better compete for major events such as large festivals, professional sporting events and many others.

Wisconsin has so much to offer and Legislative Republicans are making the investments to ensure that citizens from around the state, the Midwest, and beyond are exposed to our state’s recreational opportunities, natural resources, and culture!

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