



CALVIN CALLAHAN

STATE REPRESENTATIVE • ASSEMBLY DISTRICT 35

(608) 266-7694
Toll-Free (888) 534-0035

Rep.Callahan@legis.wi.gov
P.O. Box 8952
Madison, WI 53708-8952

June 16, 2022

Investing in Wisconsin Tourism - Column by Rep. Calvin Callahan (R – Tomahawk)

When folks down in Madison ask where the 35th Assembly District is and what it's like here, I always end up talking about all the outdoor recreational opportunities our area has to offer. As summer approaches, whether you enjoy hiking or biking, canoeing or kayaking, fishing or simply relaxing by a lake, God's country in the 35th has something for everyone.

This past session, my legislative Republican colleagues and I made sure our state had the necessary funds to market itself in the tourism sector and strengthen our outdoor recreation industry. We provided more than \$1.5 million for marketing to other states, as well as within Wisconsin. Time and time again, we've seen an impressive return on our investment in our state's \$21 billion tourism industry. Our investment in showcasing all the diverse opportunities Wisconsin has to offer will go a long way.

Additionally, we re-authorized the Office of Outdoor Recreation, which connects businesses in the tourism industry and has been working to promote Wisconsin's outdoor opportunities. As a top state for outdoor-recreation manufacturing, the efforts by this Office to establish partnerships are incredibly important to strengthening an industry that contributes nearly \$8 billion to Wisconsin's economy, along with thousands of jobs for folks statewide.

I am proud of the investments in the tourism industry that Republicans in the Legislature made this past session. I look forward to building on our investments next session, and ensuring Wisconsin remains the tourist destination that it is for decades to come. Be sure to get outside this summer with family and friends and enjoy all the awesome natural resources we have here in the 35th, and around the state.