



NANCY VANDERMEER

STATE REPRESENTATIVE • 70TH ASSEMBLY DISTRICT

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Contact: Rep. Nancy VanderMeer

(608) 266-8366

VanderMeer Congratulates Central Wisconsin Tourism Association on JEM Grant Award

Madison – The Central Wisconsin Tourism Association, which includes the Marshfield Convention & Visitors Bureau, the Stevens Point Area Convention & Visitors Bureau, and the Wisconsin Rapids Convention & Visitors Bureau, recently received a Joint Effort Marketing (JEM) grant from the Wisconsin Department of Tourism in the amount of \$39,550 for their Central Wisconsin COVID-19 Recovery Effort Destination Marketing Campaign.

According to the Department of Tourism, the campaign encourages travelers, when appropriate, to enjoy outdoor recreation and culinary experiences in the Central Wisconsin area and the projected economic impact of this event is approximately \$2,515,744.

“It’s always a thrill to see the deployment of these grants on the ground and it’s rewarding to see the continued investments that we’ve made as a Legislature to support tourism throughout the state be put to use. The JEM program has been a successful one over the past few years and I hope that this campaign meets and exceeds the Central Wisconsin Tourism Association’s goals,” VanderMeer stated. “Congratulations to the Central Wisconsin Tourism Association and their leaders for securing the grant. Secretary-designee Meaney and the governor should be recognized as well for loosening up some of the program restrictions in light of the COVID-19 situation. The hospitality and tourism industry has been and will continue to be a priority moving forward. It’s an integral part of the economy in Central Wisconsin,” VanderMeer continued.

JEM grant funds are available to non-profit organizations for the promotion of Wisconsin tourism events and destinations. The state can fund a portion of a project's advertising and marketing costs for up to three years until the project becomes self-sustaining. For more information on the JEM Grant Program or to apply, organizations are encouraged to visit the Department of Tourism’s website at <http://industry.travelwisconsin.com/grants/joint-effort-marketing-jem-grant-program>. Organizations and individuals are also welcome to contact Representative VanderMeer directly to learn more.

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The 70th Assembly District includes portions of Monroe, Jackson, Portage and Wood counties