



**JOAN BALLWEG**

STATE SENATOR • 14<sup>TH</sup> SENATE DISTRICT

FOR IMMEDIATE RELEASE  
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### **Investing in Wisconsin's Tourism Industry**

Madison... Senator Joan Ballweg (R-Markesan) is proud to have joined her Joint Committee on Finance (JFC) colleagues in voting to invest in tourism, Wisconsin's third largest industry.

"Although the Department of Tourism is a relatively small department, the tourism industry supports over 200,000 jobs in our local communities and has an over \$2 billion impact on our state's economy," said Ballweg. "This industry will play a vital role in reinvigorating our state post-pandemic, so I am happy to provide additional marketing dollars for them."

The committee also took action to continue to fund the Office of Outdoor Recreation, which was created in 2019 to promote Wisconsin as a top outdoor recreation state.

"Wisconsin is home to 15,000 lakes, 43,000 miles of river shoreline and millions of acres of public land," said Ballweg. "I look forward to the continued work of the Office of Outdoor Recreation in promoting our beautiful natural resources and expanding our state's status as a top destination for outdoor fun and relaxation."

JFC will continue their votes on the state budget next week, taking up the Department of Public Instruction, Wisconsin Technical College System, Higher Educational Aids Board and UW System.

*To reach Sen. Ballweg with questions or comments please call (608) 266-0751 or email [Sen.Ballweg@legis.wi.gov](mailto:Sen.Ballweg@legis.wi.gov). The 14<sup>th</sup> Senate District is located in Central Wisconsin, and is composed of parts of Adams, Columbia, Dane, Dodge, Fond du Lac, Green Lake, Juneau, Marquette, Outagamie, Sauk, Waupaca, and Waushara counties.*

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