

Stubbs Likes Governor Evers' \$10 Million Tourism Investment

Written by Shelia Stubbs Press

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The \$10 million is in addition to the \$140 million ARPA funding previously announced.

MADISON, WI- Today, Governor Evers announced a \$10 million investment in Wisconsin's tourism industry. On this announcement, Representative Stubbs (D-Madison) released the following statement



“As the Ranking Member for the Assembly Committee on Tourism, it is my pleasure to share today that Governor Tony Evers has announced a \$10 million investment from federal American Rescue Plan Act (ARPA) funds to local governments and tourism nonprofits. This investment will boost Wisconsin's tourism industry, and strengthen our state's economy as a whole.”

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"Through the COVID-19 pandemic, the tourism industry suffered immensely compared to other industries. By investing in our tourism infrastructure, we will create a foundation for the industry to recover and thrive. Our beautiful state is a great destination for people across this country, and the Department of Tourism is committed to maintaining Wisconsin as a memorable destination. By investing in our tourism industry, we are creating revenue streams that will pay off for years to come."

"In 2020, despite all of the unprecedented events that occurred, the tourism industry continued to support almost 160,000 jobs and brought in \$17.3 billion to our economy. Now as we progress towards bringing people back together safely, jobs will only become more available and Wisconsin's economy will return stronger than ever. This \$10 million boost is in addition to the ARPA funding previously announced by Governor Evers of \$140 million, which includes:

- \$75 million for lodging grants;
- \$11.25 million for movie theaters;
- \$12 million for live event small businesses;
- \$2.8 million for minor league sports teams;
- \$10 million for live venues;
- \$15 million for destination marketing organizations;
- \$8 million for summer camps;
- \$1 million for the Wisconsin Historical Society to assist in reopening historical sites; and
- \$7.5 million to increase marketing support for Wisconsin's tourism industry.

"I thank Governor Evers for all of his support and effort put into making sure that our most valuable industries can Build Back Better. By continuing to support our tourism industry, Wisconsin will be a place to create memories for generations to come."