

Travel Wisconsin Updates (3/18/26:

- Visit the refreshed [TravelWisconsin.com](https://www.TravelWisconsin.com) to see how Wisconsin's amazing biking experiences are represented. This refreshed [TravelWisconsin.com](https://www.TravelWisconsin.com) allows us to elevate our marketing strategy by inspiring more travelers to choose Wisconsin as their next vacation destination.
 - Let us know if you have bike events, bike trails, bike shops and other biking experiences to add to [TravelWisconsin.com](https://www.TravelWisconsin.com).
 - Information about our free listing service is [here](#).
- Press Release - Gov. Evers Announces Wisconsin's Outdoor Recreation Industry Sees Third Record-Breaking Year in a Row with Record \$12 Billion Economic Impact
 - Read press release [here](#).
- Press Release – Gov. Evers Announces Launch of New State Film Office and Tax Credit Program
 - Press release [here](#).
- Ready Set Go Sports Grant – The Ready, Set, Go! (RSG) grant program assists destinations in securing competitive sporting events that are not regularly held in Wisconsin and require an upfront financial commitment.
 - \$30,000 max grant per community.
 - Grant Deadlines: Feb 1, April 1, Sept 1.
 - Detail [here](#).
- Meeting Means Business Grant – The Meetings Mean Business (MMB) grant program helps destinations by providing financial assistance for facility costs or host destination expenses as you bid for regional and national meetings or conventions.
 - \$30,000 max grant per community. Grant
 - Deadlines: Feb 1, April 1, Sept 1.
 - Details [here](#).
- JEM Grant – The Joint Effort Marketing (JEM) Grant Program funds promotions or events for nonprofit organizations. Each category reimburses Wisconsin nonprofit

organizations for eligible promotional expenses for New Events, Existing Events, One Time One of Kind Events, Sales Promotions and Destination Marketing Projects.

- JEM Grants deadlines are Feb 1, April 1, August 1, Sept 1 (Destination Marketing) and November 1
- Details [here](#).
- Industry Newsletter – Please sign up to receive Travel Wisconsin’s industry newsletter highlighting important and timely news relevant to Wisconsin’s tourism and recreation industry.
 - Sign up [here](#).