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FOR IMMEDIATE RELEASE

Visit Eau Claire Awards \$55,500 to Local Organizations

Eau Claire, Wis. (January 5, 2022) - Visit Eau Claire is proud to award \$55,500 in Tourism and Cultural Arts Grants to area organizations and events. Visit Eau Claire has also added an additional \$50,000 for the next round of grant applicants in April of 2022, which will bring the total of grants awarded to almost \$150,000!

The Tourism Grant program is intended to encourage tourism development and promotion through events that will generate overnight stays and/or extend visitor stays while creating a positive image of the Eau Claire area. It is appropriate for new and expanding festivals, sports tournaments, conventions, and other special events that have a room night impact on Chippewa Valley area hotels. It can be used to offset marketing, advertising, printing, postage and mailing costs.



The Cultural Arts Grants are awarded in partnership with the Wisconsin Arts Board and are intended to enhance the enjoyment and understanding of arts and culture in the region. Proposals may include performing arts, visual media, literary arts, folk art, festivals, local history, artist series, cultural programs for grades K-12, cultural traditions, or public art installations/programs. It can be used for any expense related to a cultural program that nourishes artistic expression and development, or enhances the enjoyment and understanding of arts and culture for community residents.

"We are so proud of the events and organizations in our area and what they do for our community, our economy and especially tourism," said Executive Director Benny Anderson. "To be able to provide these local organizations with the funding they need to be able to pull off some amazing events and initiatives over these last few years and continue to grow is one of the most rewarding parts of this job. These organizations and the resources that they provide to our community are vital to cultivating art, culture, and tourism in the Chippewa Valley."

This round's recipients for the Cultural Arts Grants are:

- Chee Kao Vang

- Chippewa Valley Theater Guild
- Eau Claire area Economic Development Corporation
- Eau Claire Area Hmong Mutual Assistance Association
- Eau Claire Chamber Orchestra
- Eau Claire Municipal Band
- Mabel Tainter Theater

This round's recipients for the Tourism Grants are:

- Blue Ox Music Festival
- C&G Promotions, LLC
- Chippewa Valley Council-Boy Scouts
- Chippewa Valley Museum
- Eau Claire Fastpitch
- Eau Claire Jazz Inc
- Eau Claire Male Chorus
- Flying Eagles Ski Club
- Indianhead Track Club
- Race Day Events
- The Children's Museum of Eau Claire
- The YMCA of the Chippewa Valley Gymnastics program

There were a few organizations that were not able to be awarded grants; however, Visit Eau Claire is working with them to find other ways for their events to be successful.

About Visit Eau Claire: Visit Eau Claire is the area's official tourism marketing organization with a role to better the city for all who live, work, study and play here and a mission to bring visitors to the area. With encouragement and support from Visit Eau Claire and benefiting greatly from the independent spirit of those who call the community home, this northern Wisconsin university city is making a name for itself as a creative hub with a hip and homegrown music and arts scene and a booming entrepreneurial culture. Have an event and want to see how we can help you bring it to the Chippewa Valley? Apply here:

<https://www.visiteauclaire.com/about/grant-information/>

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