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FOR IMMEDIATE RELEASE

Visit Eau Claire Awards \$81,700 to Local Organizations

Eau Claire, Wis. (May 23, 2022) - Visit Eau Claire is proud to award \$81,700 in Tourism and Cultural Arts Grants and \$64,000 in sponsorship funding to area organizations and events.

The April grant pool received 13 cultural arts and 22 tourism applicants. Listed below are the 18 recipients of grant awards and the 9 recipients of sponsorship funding.

With over \$240,000 of grant applicant requests, the Visit Eau Claire Grant Committee worked to find additional sponsorship funding and support by supplementing the requests with Visit Eau Claire budget allocations. Visit Eau Claire is working with the few organizations that were not awarded funding, due to eligibility guidelines, to find other ways to support their events.



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, printing, postage and other event costs.

This round's recipients for the Tourism Grants are:

- C & G Promotions, LLC
- Chippewa Valley Jazz Orchestra
- CORBA Trails
- CW Group LLC
- Eau Claire Marathon
- GameDay Athletics
- Performance Promotions Group LLC
- Reel Recovery - Midwest Retreat
- Seymour Ball Club
- Wisconsin Logging Museum
- YMCA of The Chippewa Valley Barracudas Swim Team

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.

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

- Chippewa Valley Book Festival
- Chippewa Valley Museum
- Chippewa Valley Writers Guild
- Eau Claire Area Hmong Mutual Assistance Association, Inc.
- Eau Claire International Film Festival
- L'Eau Claire Jazz Society
- NHS Show Choir Booster Club Inc

This round's recipients for Sponsorship funding are:

- Banbury Place Inc.
- City of Altoona
- Hmong American Leadership & Economic Development (HALED)
- Eau Claire Babe Ruth League Inc.
- Eau Claire Curling Club
- John and Fay Menard YMCA Tennis Center
- Sculpture Tour
- Trinity Equestrian Center
- Wisconsin Airport Management Association

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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