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Destinations Wisconsin  
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Wisconsin Dells Visitor  
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& Lodging Association  
*Bill Elliott/Kathi Kilgore*

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Association of Wisconsin  
*Kathi Kilgore*

Wisconsin Fuel & Retail  
Association  
*Matt Hauser*

6/2/25

**To: Members of the Joint Finance Committee**  
**From: Tourism Federation of Wisconsin (TFW) Members**  
**Re: LFR Budget Paper 821, Opportunity Attraction Fund**

The Tourism Federation of Wisconsin requests your support for the Opportunity Attraction Fund in the 2025-2027 Wisconsin Economic Development Corporation budget. We support Alternative 1 in the Legislative Fiscal Bureau's budget paper 821 or the related budget motion by Representative Armstrong.

The State of Wisconsin is home to professional and collegiate sports teams, world-class golf courses, and some of the most unique events and attractions in the Midwest. These events and attractions play a vital role in the tourism industry's \$25 billion impact on the state's economy. The opportunity attraction grant program ensures that our tourism economy remains strong into the future by helping attract one-of-a-kind tourism events that will draw both in and out-of-state visitors as well as national exposure for the state.

Through the matching grant program, the state will play an essential role in the extremely competitive process of securing these one-of-a-kind, large-scale events such as NCAA and PGA Tournaments, professional sports league events, race car events, and Olympic qualifying events.

Members of the Tourism Federation of Wisconsin and the Wisconsin Department of Tourism have been working with the Wisconsin Economic Development Corporation on the current program's implementation, and we look forward to successful grant awards soon and the resulting return on investment for Wisconsin.

Please consider supporting this program as it makes way through the state budget process.