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FOR IMMEDIATE RELEASE

FOX CITIES TO SHOWCASE ORIGINALITY WITH TOURISM GRANT

Jem Grant will fund Fox Cities Originals – a rebranding initiative to increase visitation, tourism and economic development

Appleton, Wis. (Nov. 21, 2019) – With help from a \$39,550 Year-1 Joint Effort Marketing (JEM) Grant from the Wisconsin Department of Tourism, the Fox Cities Convention and Visitors Bureau (FCCVB) will launch Fox Cities Originals, an exciting promotional advertising campaign to draw visitors and increase economic growth. The campaign will launch in January, playing up Fox Cities' greatest strengths: truly unique activities, attractions, eateries and shops; an amazing lifestyle; and the people and the companies that make the Fox Cities such a dynamic destination.

"I applaud the Fox Cities Convention and Visitors Bureau for this progressive rebranding and marketing initiative," said Tourism Secretary-designee Sara Meaney, who presented the JEM Grant check to FCCVB Executive Director Pam Seidl at the Bergstrom-Mahler Museum of Glass. "It's important to showcase the area's unique attractions and events, experiential shopping and dining, and local goods and services."

Grant funds will go towards online, social, print and broadcast advertising primarily targeting drive-to markets in Wisconsin, Minnesota and Illinois.

"We are grateful for this support from the Wisconsin Department of Tourism," said Seidl. "These JEM Grant funds will allow us to activate a more robust brand launch targeting potential visitors."

In 2018, the tourism economy totaled \$21.6 billion, supporting 199,073 jobs in Wisconsin. Visitors generated \$1.6 billion in state and local revenue. Visitor spending in the FOX Cities region increased to \$493 million in 2018, supported more than 5,750 jobs in the region and created \$109 million in income for Fox Cities residents. Further, it generated \$154 million in business sales for a total impact of nearly \$650 million in sales for businesses in the Fox Cities.

In fiscal year 2019, the Department funded 62 JEM projects, awarding a total of more than \$1.1 million. Visitor expenditures driven by the marketing from these projects will exceed \$61 million. JEM grant funds are available to non-profit organizations for the promotion of Wisconsin tourism events and destinations. The state can fund up to 75 percent of a project's first-year advertising and marketing costs and provide support for second- and third-year projects with decreasing

amounts for funding until projects become self-sustaining. For information on the JEM Program and application materials, visit industry.travelwisconsin.com.

The mission of the Wisconsin Department of Tourism is to market the State as the Midwest's premier travel destination for fun by executing industry-leading marketing programs and establishing strategic partnerships. The Department plays a significant role in generating greater economic impact and jobs for Wisconsin. The portal for traveler information can be found at: www.travelwisconsin.com.

The Fox Cities Convention & Visitors Bureau is an economic development organization that strengthens the Fox Cities by attracting visitors in the convention, sports, and leisure markets through sales, marketing, and destination development across its 19 communities.

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