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FOR IMMEDIATE RELEASE

DEPARTMENT OF TOURISM ANNOUNCES REFRESH TO ADVISORY COMMITTEES

MADISON, Wis. (Aug. 8, 2019) – The Wisconsin Department of Tourism (WDT) announces a refreshed structure of its [advisory committees](#). Designed to support the department's [2019-2021 Strategic Plan](#), the new structure aims to regularly welcome new voices, engage future tourism industry leaders, provide greater transparency to industry stakeholders, and address diversity, equity, and inclusion in all aspects of our work.

In addition to the refresh, the Department of Tourism has developed the Outdoor Recreation and Diversity, Equity, and Inclusion (DEI) committees, bringing the total number of advisory committees to seven. The committees are listed below:

- **Marketing Committee**

The Marketing Committee serves as a sounding board for WDT's brand and marketing campaigns. Their considerations include, but are not limited to, geographic impact, international market development, product offerings, arts and culture, and business to business market outreach. The committee's involvement ensures that the stated strategy is reflected in the department's campaigns, and technical rigor is maintained.

- **Joint Effort Marketing (JEM) Grant Committee**

WDT administers a \$1.13 million Joint Effort Marketing (JEM) grant program annually. JEM grants provide partnership funding to help non-profit Wisconsin organizations promote tourism in their area. The JEM committee reviews all applications and makes funding recommendations.

- **Tourism Information Center (TIC) Committee**

WDT administers grants to nonprofit tourism organizations, municipalities and Native American tribes operating regional tourist information centers that provide information on cultural, recreational, and other tourism businesses. The TIC Committee reviews all applications and makes funding recommendations.

- **Meetings & Conventions (M&C) Committee**

The M&C Committee provides the specialized knowledge and tools necessary to advance WDT's strategic objectives within the important meetings & conventions sector, with a focus on market-related activities, collaboration, and partnership. A subcommittee is responsible for reviewing applications and making funding recommendations for Meetings Mean Business (MMB) grants, which assist destinations as they bid for national or Midwest regional meetings and conventions.

- **Sports Marketing Committee**

The Sports Marketing Committee provides the specialized knowledge and tools necessary within the important sports marketing sector, to ensure advancement of WDT's strategic objectives through collaboration and partnership initiatives. A subcommittee is responsible for reviewing applications and making funding recommendations for Ready, Set, Go! (RSG) grants, which assist destinations as they bid for national or Midwest regional competitive sporting events.

- **Outdoor Recreation Committee**

The Outdoor Recreation Committee guides and supports the implementation of WDT's strategic objectives in the important outdoor recreation sector to ensure the success of the Office of Outdoor Recreation. This ad hoc committee supports and advances the initiatives and priorities set by the Office of Outdoor Recreation.

- **Diversity, Equity, and Inclusion (DEI) Committee**

The DEI Committee will advise on efforts to address the strategic plan imperative of “fostering positive travel experiences for all.” They will identify and create initiatives to ensure that WDT is taking the lead in developing a Wisconsin travel experience that welcomes everyone.

A member of the [Governor’s Council on Tourism](#) will chair each committee. Committees also include select at-large members appointed by the Secretary. Individuals interested in serving are encouraged to submit a cover letter stating your interest in a specific committee, resume, and references to TourismLeadership@travelwisconsin.com.

The Governor’s Council on Tourism advises the Secretary on matters relating to tourism and serves as a sounding board to the agency as it develops and enacts the strategic plan to advance tourism. The Council aims to represent varied geography and wide-ranging expertise that includes, but is not limited to, recreation and attraction business owners, hospitality and service industry business owners, convention and visitor bureaus, economic development specialists, industry thought leaders, legislators, and leaders of arts, historic and cultural destinations.

For more information on the Governor’s Council on Tourism or the new committees, visit the [Wisconsin Department of Tourism industry website](#).

About the Wisconsin Department of Tourism

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.

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