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**City of Burlington Awarded Marketing Grant
from the Wisconsin Department of Tourism**

GREEN BAY, Wisc. (On Sept. 15, 2020) – [The City of Burlington](#) was awarded a \$34,350 Joint Effort Marketing (JEM) Grant from the [Wisconsin Department of Tourism](#). The grant will assist city leadership in a rebranding research initiative to further position Burlington as a great place to visit, work and live.

“Successful marketing campaigns begin with research, and I applaud the City of Burlington for their foresight and planning to stimulate economic growth in beautiful Burlington,” said Tourism Secretary-designee Sara Meaney. “Congratulations on this well-deserved Joint Effort Marketing grant.”

The research study will reveal the tourism assets that are unique to the area and how visitor perceptions align with current marketing efforts. The study will also help the City of Burlington identify branding, marketing and development opportunities. Grant funds will go towards research costs related to the study and identifying new brand positioning and messaging to increase awareness and visitation.

“We are thrilled to be a recipient of this JEM grant, which will allow us take a deep dive into our current brand positioning, and enable our community to identify and develop marketing strategies and plans,” said Corina Walters, City Administrator, The City of Burlington.

In fiscal year 2020, the Department funded 52 JEM projects, awarding \$1,154,904 million statewide, with estimated visitor expenditures driven by the marketing from these projects at \$206 million.

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About the Wisconsin Department of Tourism

The mission of the Wisconsin Department of Tourism is to inspire travelers to visit Wisconsin. Because we believe in the power of exploration and travel, we work to market the state as a premier travel destination. By executing industry-leading marketing programs and establishing strategic partnerships, the Department plays a significant role in generating greater economic impact for Wisconsin through tourism. Learn more at industry.travelwisconsin.com.