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JOHNSON CREEK 2019 TOURISM GRANTS AVAILABLE

Six Organizations Awarded Over \$15,000 to Promote Events in Johnson Creek in 2018

More Funding Available in 2019

Steady increase in room occupancies in Johnson Creek since 2016

VILLAGE OF JOHNSON CREEK, WI – (January 24, 2019) The Village of Johnson Creek is pleased to announce more than \$15,000 in tourism grants were awarded to six organization that promoted events in the Wisconsin Village. Officials also shared more tourism grants are available in 2019.

The Room Tax Grant Program was designed to promote tourism related activity within the Village of Johnson Creek with specific emphasis on tourism that is reasonably likely to generate overnight stays in hotel facilities. Since 2016, occupancy in Johnson Creek's hotel, Comfort Suites Conference Center, has steadily increased nearly 5%.

Grants awarded by the Johnson Creek Tourism Commission in 2018 included organizations that promoted Johnson Creek as both a tourist and corporate destination:

- Fireman's Festival: \$4,100
- Spyder Rendezvous: \$4,850
- Timothy Johnson Founders Float: \$1,200
- Wisconsin Ag Tech Day: \$4,000
- Village of Johnson Creek Tourism/Discover Wisconsin: \$1,000
- 2nd Annual Johnson Creek Tree Lighting: \$63.95

"We were happy to award room tax grants for events that brought more people to discover the uniqueness of Johnson Creek," said Tourism Director Katie Newcomb. "Johnson Creek's proximity to Milwaukee and Madison, as well as Oshkosh and Rockford provide the perfect backdrop for future opportunities and partnerships."

"In 2018, the tourism commission heard from a number of worthwhile organizations looking to promote their events in Johnson Creek," said Village Board President and Tourism Commission Chairperson John L. Swisher. "Our goal for 2019 is to spread as much awareness that Johnson Creek is event friendly and award even more grants for more events so visitors can experience our unique and friendly Village," Swisher added.

2019 grant applications are currently available on both the [Johnson Creek Village](#) and [Johnson Creek Tourism](#) websites. 2019 grant submissions deadlines are the first Monday in the following months: February, May, August, and October.

About the Village of Johnson Creek

[Johnson Creek](#) is a growing Wisconsin community known as the "Crossroads With A Future" due to its convenient location at the intersection of Interstate 94 and State Highway 26. Known for its small-town atmosphere with the convenience of big city amenities, Johnson Creek is in the heart of Jefferson County and the County's fastest growing community.

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