



## **MEDIA CONTACT**

Savannah Schindler  
Public Relations Specialist, Visit Beloit  
[savannah@visitbeloit.com](mailto:savannah@visitbeloit.com)  
d. (608) 313-1373

**January 24, 2024**

**FOR IMMEDIATE RELEASE**

### **VISIT BELOIT ANNOUNCES LAUNCH OF TOURISM DEVELOPMENT GRANTS**

BELOIT, Wis. – Visit Beloit, the official destination marketing organization for the greater Beloit region, is now accepting applications from not-for-profit organizations or units of government for tourism development grants. The grant program is managed by Visit Beloit’s charitable arm, the Beloit Convention and Visitors Bureau Charitable Foundation, Inc. which is a 501(c)(3) not-for-profit organization focused on leading and coordinating destination development projects in the greater Beloit region through public and private funding, as well as managing grant and sponsorship programs. The organization has distributed more than \$634,766 in grant funds to organizations in the Stateline area since 2009.

The intent of the tourism development grant program is to assist with the development of attractions, amenities, and interactive experiences, as well as high impact traveling exhibitions and certain types of signage to enhance a visitor’s experience and improve the quality of life for those who live in and around Beloit.

Grant applications will be evaluated based on their tourism impact and operational criteria. Applicants may request grants for up to \$10,000 and grant funds awarded may not exceed 50% of the total project cost.

To apply for a tourism development grant, fill out an application at [www.visitbeloit.com/giving-back/#grants](http://www.visitbeloit.com/giving-back/#grants). All applications need to be submitted by March 15, 2024 with grants being awarded by the end of March. A second round of grant applications will be accepted until September 13, 2024.

# # #

#### **About Visit Beloit**

Visit Beloit’s mission is to be Greater Beloit’s tourism champion using our expertise to generate positive economic impact and to create a vibrant community for residents and visitors. For more information, please visit [www.visitbeloit.com](http://www.visitbeloit.com).