

# OPPORTUNITY ATTRACTION FUND

## FLEXIBLE FUNDING TO DRAW OPPORTUNITIES TO WISCONSIN

Attracting major events and programs to Wisconsin can help raise awareness of the state's attributes as a prime destination for travel, business, and living—but attracting these events and programs can be a competitive endeavor among states. In some cases, these opportunities require an investment of funds that will lead to a multiplier effect, as the multiplier program generates economic impact over and above the amount of the up-front investment. In 2023, the state Legislature passed Wisconsin Act 169 directing the Wisconsin Economic Development Corporation (WEDC) to create and administer a fund for this purpose.

### How it works

With initial annual funding of \$5 million, the **Opportunity Attraction Fund** will allow Wisconsin to bid against other states or jurisdictions outside Wisconsin to attract opportunities or events that will draw national exposure and drive economic development and visitors to Wisconsin. The program rules also allow for using dollars from the fund to host opportunities and events that are awarded to Wisconsin through this competitive bidding process. Grant sizes will vary based on the project, with a maximum of \$100,000 available for bid-related expenses and up to \$5 million for hosting expenses. Applicants are required to match the grant amount with non-state funds.

### Eligibility criteria

Eligible applications for this program include:

- Cities, villages, towns, or counties in Wisconsin
- American Indian Tribes or bands within the state
- Area visitor and convention bureaus
- Business improvement districts
- Private entities

Successful applications will involve events with the potential to drive economic impact, increase tourism, and elevate Wisconsin's profile on a national level.

### LEARN MORE

For more information about the Opportunity Attraction Fund, please contact:

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