

TALENT RECRUITMENT GRANT PROGRAM



EMPOWERING WISCONSIN COMMUNITIES TO ATTRACT NEW RESIDENTS

Across Wisconsin, communities are working to strengthen their workforce and grow their population. The Wisconsin Economic Development Corporation's **Talent Recruitment Grant Program** provides funding to help local governments and organizations attract new residents from outside the state—showcasing what makes Wisconsin an exceptional place to live, work, and build a future.

Created by 2025 Wisconsin Act 15, the program is open to eligible applicants including Wisconsin cities, villages, towns, counties, and American Indian Tribes or bands, as well as nonprofits with a mission of economic development, workforce and talent development, or community development.

How it works

Apply during the open application period for funding support to help attract talent to Wisconsin. Grants can be used to cover the cost of administering a talent recruitment program and/or the cost of incentivizing households to relocate into Wisconsin from outside the state. A total of \$5 million in funding is available for the program's first year, with a \$500,000 cap on the amount any single municipality can receive. Applicants must provide matching funds amounting to at least 20% of the total project cost; cash, local investment, and in-kind donations can all count toward the match.

Application process

Successful proposals will demonstrate:

- A clear and measurable strategy to recruit and retain new residents
- Strong local partnerships and matching investments
- A focus on addressing workforce shortages or projected population decline
- Realistic goals for the number of households recruited and the anticipated economic impact

Applicants should outline how funds will be used across design, marketing, administration, and relocation incentives. Please consult the program guidelines for the complete program specifications and requirements.

LEARN MORE

Please contact the WEDC team at trgp@wedc.org to discuss your eligibility, learn more through the application process, or explore how this grant can support your community's talent recruitment goals.