

Eau Claire Jazz INC.

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Eau Claire Jazz, Inc. receives state tourism grant

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EAU CLAIRE — Eau Claire Jazz Inc. has received a \$27,933 Joint Effort Marketing grant from the Wisconsin Department of Tourism to promote the [Eau Claire Jazz Festival](#). This year's event, set for April 15-18, is expected to draw more than 3,500 visitors to the Chippewa Valley over the festival weekend.

Jazz Festival continues to build on a rich educational tradition that was started by the University of Wisconsin-Eau Claire. This year's festival theme, "Jumping into Jazz through the Arts," will provide broad exposure to jazz not only through instrumental music, but also vocal jazz, a community art crawl and educational events before and during the festival.

"This grant will allow us to reach a much broader market than what has been possible in the past," said Martha Seroogy, communications director for Eau Claire Jazz Inc. "With the additional funding we can do more to attract visitors from throughout the Midwest and bring national recognition to Eau Claire Jazz Festival and the Eau Claire area."

Joint Effort Marketing grant funds are available to nonprofit organizations for the promotion of Wisconsin tourism events and destinations. The state funds up to 75 percent of a project's first year advertising and marketing costs and supports projects in decreasing amounts in consecutive years until they become self-sustaining.

Kelli Trumble, state secretary of tourism, noted that the award demonstrates the festival's importance to tourism and its potential to generate significant economic benefits into the future.

"Every dollar awarded through the grant program last year produced a tenfold return on investment, while allowing individual communities to make an impact on their local economies and remain viable in a very competitive market.

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A Community Partnership

Eau Claire Jazz INC.

Eau Claire Jazz Festival is a community partnership dedicated to bringing world-class jazz artists to Western Wisconsin and promoting the rich cultural experience of jazz through music, education and art. The festival was founded in 1967 by UW-Eau Claire and is now sponsored in part by a grant from the Wisconsin Arts Board. Major sponsors include UW-Eau Claire, TravelWisconsin.com, Hal Leonard Publishing Co., Sitepro.com, Morgan Music and Visit Eau Claire.

For more information about the Eau Claire Jazz Festival, visit www.eauclairejazz.com or call Eau Claire Jazz Inc. at 715-836-4092.

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