

# A VOICE

## FOR WISCONSIN'S ATTRACTIONS

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### Our Mission

To represent and promote Wisconsin tourism attractions and pro-tourism initiatives.

### About AWTA

The Association of Wisconsin Tourism Attractions (AWTA) was formed in 1986 to represent and promote Wisconsin tourism attractions. Over the years, AWTA has grown to become a major force in promoting Wisconsin's tourism economy.

### Contact

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[www.wiattraction.com](http://www.wiattraction.com)  
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Association of Wisconsin  
Tourism Attractions

A Voice for Wisconsin's Attractions

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## SUCCESSES

### Tourism and Grant Funding

The annual budget for state tourism promotion has grown considerably since AWTA was formed in 1986. Every two years, we work with the Department of Tourism and the Legislature to advocate for the importance of tourism marketing dollars. AWTA has been a leader in creating both the Opportunity and Development grant programs, which have successfully funded projects and events across the state

### School Start Date

AWTA led efforts to change state law which requires all K-12 public schools to begin no earlier than September 1. This ensures that our members have both customers and staff during the last two weeks of August.

### Liability/Tort Reform

AWTA members are leaders in defeating legislation that would have held businesses accountable for 100% of damages even when those businesses were found to be only 1% at fault. We continue to advocate for liability protections for our members.

### A Voice For Small Business

AWTA is a voice for our members on all issues impacting the viability and profitability of small businesses, such as minimum wage, workers compensation, unemployment compensation, etc.

### Tourism Federation of Wisconsin (TFW)

TFW is an organization of like-minded associations that lobby at state and federal levels on behalf of tourism. AWTA is a founding member.

## GOVERNMENTAL AFFAIRS

AWTA provides members with various governmental affairs services ensuring that members' voices are heard and that efforts to support tourism are carried out.

Examples of some of these services are listed below:

### Lobbying

AWTA tracks issues and bills relating to tourism and attractions. We always keep members up to date on issues affecting them.

### Legislative Day

AWTA hosts a Semi-Annual Legislative Day for members in the State Capitol. All members are invited to attend and meet with legislators.

### Legislative Tours

AWTA invites legislators to tour member attractions. AWTA connects members to legislators and raises awareness of issues relating to attractions.

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## MEMBERSHIP

### Communication

AWTA communicates with members via newsletters, website, and Facebook page. Members are able to utilize website and Facebook to further market and connect with other attractions.

### Membership Levels

Annual membership dues range from \$500 to \$3,000 per year, based upon level of attendance.

#### Category A - \$500

Less than 50,000 annual visitors

#### Category B - \$ 750

50,000 - 100,000 annual visitors

#### Category C - \$ 1,000

100,000 - 250,000 annual visitors

#### Category D - \$1,500

250,000 - 500,000 annual visitors

#### Category E - \$2,000

500,000-1,000,000 annual visitors

#### Category F - \$3,000

1,000,000+ annual visitors

#### Associate Membership - \$375

Businesses that service attractions or are affiliated with the tourism industry