



City of West Bend
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FOR IMMEDIATE RELEASE

City of West Bend Tourism Commission Awards Downtown West Bend Association \$20,000 New Major Event Grant for Global Fest Around the Bend

New Event to Take Place on June 28-29, 2025



West Bend, Wis. (April 25, 2024): The City of West Bend Tourism Commission awarded a New Major Event Grant worth \$20,000 to the Downtown West Bend Association (DWBA) to support Global Fest Around the Bend planned for June 28-29, 2025.

The Tourism Commission reviewed three grant applications on Tuesday, April 23. DWBA's proposal best met the grant award criteria. "We're thrilled and honored to receive this grant," said DWBA Executive Director Noelle Braun. "Our vibrant Global Fest Around the Bend will celebrate diverse cultures and traditions through music, dance, food, and more. It will showcase the heart of our city and bolster downtown businesses."

The New Major Event Grant is intended to assist with the creation of new, large-scale events in the City of West Bend—drawing at least 1,000 attendees. Global Fest Around the Bend the second New Major Event Grant awarded by the Commission, with the first supporting Visit West Bend's inaugural Bockfest held in March 2024. Grant funds can be used for both operational and marketing expenses.

"The Downtown West Bend Association's application included a comprehensive marketing plan that extends across the state to attract visitors to West Bend," said Tourism Commission Chairman and City Administrator

Jay Shambeau. “This event will have a positive economic impact, specifically on our historic downtown, and will generate overnight stays at local hotels.”

Members of the Tourism Commission include Chairman Jay Shambeau, District 2 Alderman Mark Allen, District 4 Alderman Matt Sternig, Business Representative Kirk Emerich, and Hotel Industry Representative Ryan Wargolet. Questions about the grant program can be directed to Jessica Wildes, Assistant City Administrator, at 262-335-5170 or wildesj@ci.west-bend.wi.us.

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About the City of West Bend

West Bend is 30 minutes north of Milwaukee in Washington County—a commercial center and industrial hub situated along the Milwaukee River in the heart of the Kettle Moraine. More than 32,000 people reside in the city and have access to numerous cultural and historical attractions, award-winning parks, quality healthcare, and exceptional educational opportunities. West Bend has a charming historic downtown with thriving businesses, shops, and restaurants, and several business and industrial parks poised for growth. For more information, visit www.ci.west-bend.wi.us.