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Custom boat company opens its doors in southern Wisconsin

By: CBS 58 Newsroom

Posted: Feb 1, 2022 7:50 PM CST



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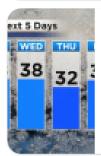
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MILWAUKEE, WI Governor Tony Evers welcomed Grand Craft Boats to their Genoa City facility Tuesday, Feb. 1.

They've been operating in Michigan the last 40 years and have designed luxury boats for celebrities like Robert Redford, Jennifer Lopez and Tim Allen.

Gov. Evers is excited to bring Grand Craft Boats to Wisconsin.

"We have 15,000 lakes in the state and people care about outdoor recreation, and this is something that fits right in with that character," Evers said.

Grand Craft is expected to employ 20 workers in Genoa City.

Their goal is to make 35 custom boats within three years.

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