



## Menomonie Area Visitors Bureau Tourism Grant Guidelines

### Grant Program

The Menomonie Area Chamber of Commerce & Visitors Center is charged by the Tourism Commission with promoting tourism activities within the Menomonie area which are most likely to result in paid overnight room stays and a positive economic impact to the region. First consideration will be given to new and expanding events, sports tournaments, conventions, cultural arts, etc. that bring overnight visitors to the Menomonie area.

### Eligibility

The purpose of the grant program is to assist organizations in promoting events that:

- Are likely to generate and/or extend paid overnight room visits
- Create a desire by visitors to return to the area
- Promote a positive image and elevate awareness
- Non-profit organization, volunteer managed organizations, individuals or non-exclusive social cooperation.

### Funds Availability

Grant funds are awarded twice a year, as appropriations from room tax dollars allow. When applying, organizations should understand the following:

- The event should generate a significant number of paid overnight room stays in Menomonie area lodging facilities.
- The request for funds should fall within the mission of the Tourism Commission to promote and foster Tourism.
- Projects can only receive grants funding a maximum of 2 times.
- Funds are not meant to provide ongoing operating support. There needs to be a long-term plan to diversify funding for the event.

### Application Guidelines

- All grants must be matched on a dollar-for-dollar basis. Matched funds include cash contributions, in-kind contributions, or a combination of both.
- In-kind services include complimentary contributions of space, materials, equipment, or professional services (calculated on local wage scale)
- Grants can be used for equipment or space deposits and market the project to promote tourism
- Application must be legible and signed by applicant

## **Application Procedures**

- Special event applications are reviewed twice a year. April 15 and November 1.
- Late applications will NOT be accepted.
- An independent panel reviews and evaluates applications and then makes funding recommendations to the Chamber of Commerce.
- Scoring criteria includes projected number of paid overnight room stays, visitor draw, reach of marketing, growth potential, need for requested funding, quality of planning, quality and uniqueness of project, process for evaluation and tracking of overnight stays, completeness of application and adherence to guidelines.
- Written notification will be forwarded to the applicant following the panel review. Applicants are informed of their funding status approximately six weeks after the application deadline.
- The panel and Tourism Commission reserves the right to accept or reject any or all applications. All decisions are final.

### **\*\*\*INELIGIBLE ORGANIZATIONS & PROGRAMS\*\*\***

- Organizations that discriminate because of race, color, creed, gender, national origin.
- Political organizations, candidates for political office, and organizations whose primary purpose is to influence legislation.
- Building- brick, and mortar or capital campaigns
- Staffing/administrative purposes
- Individuals/organizations which have not fulfilled previous grant reporting requirements.
- Fraternal organizations, churches or church-related groups with proposals which promote religion or an individual doctrine.

**Questions are welcome.** Assistance is available to any potential applicant.  
Contact Tourism Director at 715-235-9087 or [tourism@menomoniechamber.org](mailto:tourism@menomoniechamber.org).

Submit completed application and attachments to:  
Tourism Director  
Menomonie Tourism  
342 E Main St  
Menomonie, WI 54751  
715.235.9087



Menomonie Area Visitors Bureau Tourism Grant  
Application Form

Menomonie Area Tourism Special Event Grant Application 2017

Applicants will provide all the information requested. Incomplete applications will be rejected.

**SECTION A.**

**Applicant Organization** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**E-mail of main contact:** \_\_\_\_\_

**Phone (Preferred #):** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Organization hosting event:** \_\_\_\_\_

**Organization Website:** \_\_\_\_\_

**Name of Event:** \_\_\_\_\_

**Brief Description of Event:** \_\_\_\_\_

**Location of Event:** \_\_\_\_\_

**Date(s) of Event:** \_\_\_\_\_

**Number of Anticipated Attendees** \_\_\_\_\_

(i.e. athletes, spectators, attendees)

**Number of anticipated overnight room nights:** \_\_\_\_\_

**Type of Project:**

- Festival
- Sporting Tournament
- Convention
- Other \_\_\_\_\_

**Grant Amount Requested:**        \$ \_\_\_\_\_

**Has your organization received a Tourism Grant previously? YES or NO.**

**If Yes, when and for what amounts?** \_\_\_\_\_

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## TOURISM GRANT FUND ELIGIBILITY CHECKLIST

\*\*\*Please complete before proceeding\*\*\*

### **SECTION B.**

- Application is submitted by a non-profit, volunteer organization, individual, or nonexclusive social cooperation.
- Event will show a favorable impression of Menomonie and Chippewa Valley.
- Event will be promoted outside of the Menomonie area.

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### **SECTION C.**

**NARRATIVE QUESTIONS:** Please attach responses to completed application. Total answers not to exceed one page.

1. How will your event help to generate paid overnight stays in Menomonie?
2. How will you advertise and promote your event?
3. How will you measure the success of your event? Economic impact on community?
4. What methods will you use to document overnight stays?

### **SECTION C.**

Please attach projected [BUDGET](#) for event. Include promotion, advertising and other efforts to encourage overnight stays. Please describe and place an approximate dollar value on any in-kind contributions or volunteer support.

### **SECTION D.**

Optional, not required. Any **attachments** you feel would support your application. Previous year promotion, brochures, marketing plans. Please limit to 3 items.

### **SECTION E.**

**Marketing Requirements** for Grant recipients:

Menomonie Tourism shall be acknowledged in marketing efforts whenever possible. Links to area lodging and ExploreMenomonie.com shall be included in web and social media, online registrations, and listed in printed materials, spectator information, etc. whenever possible. Explore Menomonie logos for print and web use will be provided.

### **SECTION F.**

**Final Report and Tracking.**

Successful grant recipients will make every effort to collect information on room stays in the Menomonie area through a variety of methods including registration forms, on-site surveys, or lodging establishment contacts.

Grant recipients will receive a check for 75% of their award within 2 weeks of the grant awards announcement. The remaining 25% will be released to recipient upon submission of final report to Chamber.

**Submitted by:**

**NAME:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

Chamber office. Date application received: \_\_\_\_\_