February 10, 2022

Dear Non-Profit Organization,

The Waupaca Area Convention & Visitors Bureau is soliciting applications for funding tourism development events and projects.

Included in this document, please find a Tourism Development Grant Description and Application.

The Spring 2022 submission deadline is March 15.

We may request that a representative from your organization meet with our Tourism Development Grant Committee for request clarification. Upon receiving your request, we will contact you for setting up a meeting time if needed.

If your organization is selected for a Tourism Development Grant, you are required to send back a follow-up report for your project or event. This is important as these reports have to be submitted to our municipalities and back to the State of Wisconsin.

We wish you well with your endeavor and thank you for promoting the Waupaca area as a destination!

Cordially,

Terri Schultz, President   Mitchell Swenson, VP of Tourism
Waupaca Area Convention & Visitor Bureau

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Tourism Development Grant Program Overview

The Waupaca Area Convention and Visitor Bureau Tourism Development Grant Program provides partnership funding to help non-profit organizations promote tourism in the Waupaca area. The mission of this program is to promote the Waupaca area as a destination by attracting visitors, encouraging overnight stays, increasing visibility and making an overall positive impact in our community.

In 1988 the City of Waupaca instituted a lodging facility room tax to raise revenue for tourism development. The current tax is set at 8% of gross room sales. In 2021 the Townships of Dayton and Farmington have instituted a room tax. With that, a Room Tax Commission has been created with representatives from the three municipalities mentioned above. A Tourism Development Grant Committee reviews all applications and make recommendations for the distribution of funds. These recommendations are then put to a vote at a Waupaca Area Convention and Visitor Bureau Board of Directors meeting. This board is comprised of representatives from businesses in the tourism, hospitality and lodging facilities. This board is also represented by members of the three municipalities (City of Waupaca, Town of Dayton and Town of Farmington).

A number of criteria must be met to qualify for grant consideration:

1. If your organization is a previous grant recipient, all follow-up reporting must be completed.   Failure to do so will disqualify this grant request.

2. Your event or project must be sponsored by a Non-Profit organization with IRS certification.

3. The event or project must be located within the Waupaca area; however, 'WOW' type events located outside our normal area that will have a positive impact on our area may be given consideration.

4. Contributing to the development or expansion of visitor attractions and amenities.

5. Funding is intended for launching new events and projects; likewise, to enhance or improve existing events and projects. Consideration may be given to helping with general operating or maintenance expenses. These types of needs/requests must be clearly defined.

6. Applicants proposing off season or in season week day events may be given more consideration.

7. Events or projects will need to report back to the Tourism Development Grant Committee (see requirements in application).   **If reporting is not completed from a previous grant award, this application will not be reviewed.**

Three Goals of Support:

1. New events or enhancements to current events to draw additional people to our area.

2. Marketing & Promotions outside of a 50 mile radius.

3. Capital Improvements.

Deadlines for applying: Spring - March 15   Fall - September 15

Drop-off or mail completed applications to: WACVB – 315 S. Main St. – Waupaca, WI 54981.

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Waupaca Area Convention and Visitor Bureau Tourism Development Grant Program

APPLICATION

Date:

Name of Applicant Organization:

Address:

City: **State:**   **Zip:**

Telephone:

Email:

Federal Identification Number:

Purpose of Organization:

Event/Project Title:

Grant Amount Requested:

Person in charge of Event/Project:

Address:

City: **State:**   **Zip:**

Telephone: **Cell Phone:**

Email:

Event Dates: **Event Times:**

Total Cost of Event/Project:

<mark>*Make sure to sign last page of application.*</mark>

1. Give a detailed description of the Event/Project, including answers to the following questions:

    -   What is the event/project purpose?

    -   Provide a description of the event/project.

    -   What will a visitor experience when there? How long will a visitor spend there?

    -   What makes it special?

    -   Is it unique in Wisconsin or the Waupaca area?

2. Describe in detail how the project will be marketed to the visiting public, including answers to the following questions:

    -   Who is your target audience?

    -   How large do you anticipate your marketing budget to be? Describe in detail how the project will be marketed to the visiting public.

    -   What kinds of sales, advertising and promotions will you do?

    -   Who will provide you with the marketing expertise you need?

    -   What plans do you have for cross promotion with other attractions?

3. Estimate how many people will be attracted into the Waupaca area with this event/project.

    -   Day-trippers versus overnighters?

4. What impact will the event/project have on the tourism economy?

    -   How many overnight stays will it generate in the first year?

    -   How many overnights in years 2 & 3? What growth do you anticipate?

    -   How did you arrive at that estimate?

    -   Describe the economic impact the event/project will have on other local businesses.

5. Are there other community organizations, groups or attractions with which you will collaborate? If yes, will they be raising funds during this project?

6. Provide a detailed budget for your event or project including anticipated expenditures, sources of revenue other than grant funds.

7. How will you raise other funds to complete your event/project?

8. How will funds obtained through the Waupaca Area Convention and Visitor Bureau Tourism Grant Program be used?

9. How will you recognize the support of the Waupaca Area Convention and Visitor Bureau?

Please provide any additional information you would like to share for consideration of your request. **(This applies to both Event and Capital Improvement type requests.)**

Submitting this request must first be approved by your organization's operating board or executive committee. Please note the meeting date when your request to submit this application was approved:_____

<mark>Signature and Title of Organization Officer:</mark>

Budget Outline

Contributions Received:

Anticipated Income:

Expenses:

Promotional
Operational

Total Revenue:
Total Expenses:
Net Income (Loss)

Capital Improvement Projects / General Operating

1. Give a detailed description of the project.

   - What will it look like?

   - What will a visitor experience when there? How long will a visitor spend there?

   - When will it be open?

   - Is it new to the Waupaca Area or an expansion of an existing attraction?

   - What makes it special?

   - Is it unique in Wisconsin?

2. Has there been a feasibility study or market study for this project? If so, please share what you learned. If not, what has been done to determine whether success is likely?

3. Describe in detail how the project will be marketed to the visiting public.

   - Who is your target audience?

   - How large do you anticipate your marketing budget to be?

   - What kind of sales, advertising and promotions will you do?

   - Who will provide you with the marketing expertise you need?

   - What plans do you have for cross promotion with other attractions?

4. How do you envision your organization working with the Waupaca Area Convention & Visitor Bureau once the project is completed?

5. What other attractions or community organizations will you collaborate with?

6. Describe in detail your operational plans for the organization after this project is complete. Be sure to include information on the following:

   - How will you be staffed? How experienced is your staff?

   - Have you developed job descriptions?

   - How will you insure adequate operational funding? Funding during the start-up period?

7. What is the useful life of the project?

8. Who is the legal owner of project site, if not the applicant? Describe the relationship between the owner and applicant.

9. Will construction of the project require any additional construction of:

   - Public facilities (e.g. sewage, facilities, road, etc.) and/or Public utilities? Please explain.

10. Is there municipal, county or state support for this project? If so, please describe the kind of support the project is receiving.

11. How much money do you have left to raise for this project? Provide a detailed plan for raising those funds.

Please provide any additional information you would like to share for consideration of your request. **(This applies to both Event and Capital Improvement type requests.)**

Submitting this request must first be approved by your organization's operating board or executive committee. Please note the meeting date when your request to submit this application was approved:_____

==Signature and Title of Organization Officer:==