

Explore Menomonie Grant

Objectives

The Greater Menomonie Area Chamber of Commerce & Visitors Center is charged with promoting tourism activities within the Menomonie area whose overall goal is bringing in visitors to provide a positive impact on the region's economy.

The purpose of this grant program is to assist with funding to successfully host events that will generate overnight visits, extend visitor stays, promote a positive image to visitors, and create a desire for visitors to return.

Eligibility for Funding

Business and civic organizations, nonprofit organizations, volunteer-managed organizations, and individual organizers with a valid tax id number and/or valid nonprofit status.

Event/project must demonstrate a significant impact on businesses located in Dunn County.

Ineligible Organizations, Programs

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

Qualifying Activities

- New events, existing events, festivals, sporting events, conventions, business meetings or other events/programs that promote tourism and overnight stays at Menomonie, WI hotels.
- Multiple day events that generate a positive economic impact for the community are preferred.
- Preference will be given to 1st and 4th quarter events to compliment tourism trends.
- Events must create awareness about Menomonie & Dunn County to draw visitors to the area.
- Advertising buys with grant funds must be outside a 50-mile radius of Menomonie, WI.
- Funding may not be used for staffing/administrative purposes.

Grant Program

Funding Award Schedule

The Greater Menomonie Area Chamber & Visitors Center, DBA Explore Menomonie, will award 25% of total grant funds prior to the event and within two weeks of the grant being awarded. The remaining 75% of the grant funds will be awarded within two weeks after the event when a grant report is submitted to Explore Menomonie.

Application Process

Funds will be allocated on a first come, first reviewed basis and are determined based on funding availability. Applicants are encouraged to apply early and contact the Chamber with inquiries regarding funding availability.

The maximum amount awarded per grant is \$5,000.00.

Applicants are discouraged from submitting applications more than 12 months in advance of the event/project date. Applications must be received a minimum of 90 days before a scheduled special event or project. Funding decisions are made by quarters in a calendar year cycle of January 1 – December 31. Submission of a grant application does not guarantee funding.

The review committee evaluates all submitted applications and reserves the right to accept or reject any applicants. Decisions are made based on quantity of applications received, level of community impact and availability of funds. Notification of award decisions will be provided by email to the primary contact on the grant application. All funding decisions are final.

Application deadlines

November 15th for 1st Quarter Projects/Events

February 15th for 2nd Quarter Projects/Events

May 15th for 3rd Quarter Projects/Events

August 15th for 4th Quarter Projects/Events

Grant Recipient Requirements:

1. Inclusion of Explore Menomonie logo on promotional materials.
2. A link to www.exploremenomonie.com with the menu options of lodging whenever possible.
3. Adding tourism@menomoniechamber.org & marketing@menomoniechamber.org to media release lists and other communications so that we may adjust marketing and promoting your event.
4. Inclusion of information in registration materials and/or surveys to obtain event/project data.
5. A final report for the event/project will include:
 - Quantity of attendees/participants
 - Estimated quantity of spectators

- Number of overnight rooms stays in Menomonie, Wi, directly generated by event/program
- Samples of marketing materials to support event/program, i.e. brochures, programs, media releases, images of postings.

Application Scoring

The application is scored based on consideration of the below sections:

Overnight Stays

Our goal is to draw visitors to our area and increase their time in our community by staying overnight at local lodging establishments. Grants are funded through room tax collected inside of the City of Menomonie. How many stays does the event/program anticipate generating? The more overnight stays that can be generated by the event/program, the greater the score in the overnight stays section.

Local Economic Impact

What is the event's estimated attendance of visitors, exhibitors, spectators, and participants? How does the event draw visitors? Is this event annual? How are the numbers determined? How will the local community benefit from through economic impact? The higher the impact and community participation, the greater the score in the local economic impact area.

Marketing Plan

What is the target demographic of the events? What are the plans for marketing the event? What is the timeline for the event? Where is the event being marketed? How is the marketing being distributed? The more detail the plan has, the greater the score in the marketing plan section will be.

Planning

Is the event well thought out? Is there enough support for the event? Is the application detailed and complete? Does the applicant have proven experience with events/programs? Is the plan sound and on target? Is the event going to succeed? Are there other revenue sources for the event beyond this grant request? A well-planned event, the greater the score in the planning section.

Image of Menomonie & Dunn County

Does this event reflect positively on Menomonie and Dunn County? Does this event have community pride? Demonstrated community support provides a higher score in the image section.

Explore Menomonie Tourism Grant Application

Section A – Applicant & Event Information

Application Organization: _____

Address: _____

City, State, Zip: _____

Contact Person: _____

Email of Main Contact: _____

Phone Number: _____

Organization Website: _____

Event Overview

Brief Event Description: _____

Date of Event: _____

Length of Event: _____

Number of Anticipated Attendees: _____

Number of Anticipated Overnight Room Stays: _____

Type of Project (Festival, Sporting Event, Convention, etc): _____

Has your organization received a tourism grant previously?

Yes ____ No ____

If yes, date of previous event/project _____ Previous award amount: _____

Please check all that apply:

- This event will show good impression of Dunn County & Menomonie, WI.
- This event will be seen by out of town visitors
- This event will generate overnight stays in Menomonie & Dunn County
- This event will generate positive local economy impact

Grant Amount Request: _____

Section B – Applicant Eligibility

- Application is submitted by a non-profit, volunteer organization, individual, or nonexclusive social corporation

- Event will be promoted outside a 50 mile radius of the Menomonie, WI Area
- This event will display a positive view of Dunn County & Menomonie, WI

Section C – Event/Project Details

Please answer the following the questions as a detailed narrative. If the question does not apply to your event/project, please say “not applicable” in your response. All questions must be answered for a completed application.

1. Please provide a comprehensive description of your event/project.
2. Who are your event/project partners, if any?
3. Will the event/project generate overnight stays in Menomonie, WI hotels? Please provide an explanation on how this data will be captured.
4. Does the request fall within the objectives set forth by the Greater Menomonie Area Chamber & Visitor Center, DBA Explore Menomonie? (see page 1)
5. Does the request contribute to long-term tourism development in the Menomonie Area?
6. What are the goals for this event/project and how will you measure success?
7. What other sources of revenue are being generated to support this event/project?
8. If the full amount of the requested grant is given, how will the funds be utilized?
9. If a partial amount of the requested grant is given, how will funds be utilized?

Please answer the following questions as they relate to existing events/projects:

_____ This is a first time event (skip to section D)

1. How many years has this event been held?
2. What was the event attendance in the past?
3. What percentage of attendance was visitor draw (outside 50-mile radius)?

Section D – Budget & Marketing Plan

Please attach a projected budget for the event/project. Please include approximate dollar values on any in-kind contributions or volunteer support.

Please attach a marketing plan to include the following information: geolocation of event/project advertising, target demographic goals, promotion details, advertising goals, and other efforts to encourage overnight stays.

Please break down marketing costs in budget.

Please fill out the information below as a simplified project budget for the review committee:

<i>Description</i>	<i>Total</i>
Project Cost of Event Total	\$
Cost of Marketing Total	\$
Amount of Grant Requested	\$
Percentage of Total Costs Covered by the Grant	%

Section E – Grant Reporting

Grant recipients are requested to make every effort to collect information on overnight room stays in Menomonie, WI through a variety of methods including registration forms, on-site surveys, room block data or lodging establishment inquiries. Remaining grant funds are awarded after a completed grant report has been submitted. A grant reporting form will be provided upon award of grant funds and will include the following information: quantity of hotel stays generated by event, data about event attendance and other local impact information.

I agree to all terms and conditions of reporting, if awarded grant funds. Please initial here: _____

Section F – Additional Documentation

Please submit any attachments of additional documentation to support your application. Previous year promotion, brochures, marketing plans or like documents are appreciated.

Application submitted by:

Name: _____

Date: _____

(Chamber Office Only) Date application received: _____