

## Explore Menomonie - Community Enhancement Grant

### Objective

Explore Menomonie, a program of the Menomonie Area Chamber & Visitor Center, is charged with promoting tourism activities throughout the Menomonie area. The overall goal is to bring in visitors to the area to create a positive impact on the region's economy.

The purpose of this grant program is to assist with funding for projects and programs that improve the experience of visiting the City of Menomonie and the Dunn County area. Long term goals of this grant program include generating overnight visits, extending visitor stays, promoting a positive image to visitors, and creating 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 are eligible to apply for funding.

The project / program must demonstrate impact on businesses located in Dunn County.

Project / program must be promoted outside a 60-mile radius of the Menomonie, WI area.

### Ineligible Organizations, Programs

- Organizations that discriminate based on any protected class including, but not limited to, age, race, color, creed, disability, religion, gender, national origin, or sexual orientation.
- 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.

### Qualifying Activities

- Projects / programs that promote tourism and overnight stays in Menomonie, WI hotels.
- Seasonal projects / programs that generate a positive economic impact for the community are preferred.
- Preference will be given to 1<sup>st</sup> and 4<sup>th</sup> quarter seasonal projects / programs to complement tourism trends.
- Projects / programs must create awareness about Menomonie & Dunn County to draw visitors to the area.
- Advertising buys with grant funds must be outside a 60-mile radius of Menomonie, WI.
- Funding may not be used for staffing/administrative purposes.

## Grant Program

### Funding Award Schedule

Explore Menomonie will award 75% of total grant funds within two weeks of the grant being awarded. The remaining 25% will be awarded after the grant reporting process is complete.

### Application Process

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

The application amount cannot exceed more than 50% of total project / program cost. The maximum award amount per grant is \$2,000.00.

Applicants are discouraged from submitting applications more than 12 months in advance of the project / program date. Applications must be received a minimum of 90 days before a scheduled project / program. Submission of a grant application does not guarantee funding.

The Menomonie Area Chamber & Visitor Center reviews 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.

### Grant Recipient Requirements:

1. Inclusion of Explore Menomonie logo on promotional materials. A branding kit will be provided to you.
2. A link to [www.exploremenomonie.com](http://www.exploremenomonie.com) with the menu options of lodging whenever possible.
3. Adding [tourism@menomoniechamber.org](mailto:tourism@menomoniechamber.org) to media release lists and other communications so Explore Menomonie may adjust marketing and promoting the project / program.
4. Inclusion of information in registration materials and/or surveys to obtain project / program data.
5. A final report for the project / program will include:
  - Estimated quantity of attendees/participants
  - Estimated number of overnight rooms stays in Menomonie, WI, directly generated by project / program if possible
  - Estimated amount of dollars spent on marketing, along with samples of marketing materials to support project / program, i.e. brochures, paper programs, media releases, images of postings

## Application Review

Each application is reviewed by the Menomonie Area Chamber & Visitor Center. Applications will be granted based on consideration of the following factors: overnight stays, local economic impact, the marketing plan, and overall project / program plan.

For examples of how each of the factors will be determined, see below.

### Overnight Stays

Explore Menomonie's 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 will the project / program generate?

### Local Economic Impact

What is the project / program's estimated attendance of visitors, exhibitors, spectators, and participants? How does the project / program draw visitors? Is this project / program an annual or one-time event? How is participation determined? What will be the impact on the local economy?

### Marketing Plan

What is the target demographic / geographic of the project / program? What are the plans for marketing the project / program? What is the timeline for the project / program? Where is the project / program being marketed?

### Planning

Is there volunteer support for the project / program? Is the application detailed and complete? Does the applicant have proven experience with this type of project / program? Are there other revenue sources for the project / program beyond this grant request. Please explain how you will ensure success.

## Project / Program Cancellation

In the event that the project / program does not take place Explore Menomonie must be notified immediately. Appropriate actions will be determined during that time.

## Explore Menomonie Community Enhancement Grant Application

### Section A – Applicant & Project / Program Information

Application Organization: \_\_\_\_\_

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

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

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

Email of Main Contact: \_\_\_\_\_

Phone Number: \_\_\_\_\_

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

### Project / Program Overview

Brief Description of Project / Program: \_\_\_\_\_

\_\_\_\_\_

Running Dates of Project / Program: \_\_\_\_\_

Number of Anticipated Attendees: \_\_\_\_\_

Number of Anticipated Overnight Room Stays: \_\_\_\_\_

Type of Project / Program: \_\_\_\_\_

Has your organization received a tourism grant from Menomonie Area Chamber & Visitor Center previously?

Yes \_\_\_\_ No \_\_\_\_

If yes, date of previous project / program \_\_\_\_\_ Previous award amount: \_\_\_\_\_

Please check all that apply:

- This project / program will draw out-of-town visitors
- This project / program will generate overnight stays in Menomonie
- This project / program will generate positive local economic impact

Grant Amount Request: \_\_\_\_\_

## Section B – Applicant Eligibility

Please check all that apply:

- Application is submitted by a business or civic organization, nonprofit organization, volunteer-managed organization, or individual organizer with a valid tax id number and/or valid nonprofit status.
- Project / program will be promoted outside a 60-mile radius of the Menomonie, WI Area

## Section C – Project / Program Details

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

1. Please provide a comprehensive description of your project / program.
2. Who are your project / program partners, if any?
3. Will the project / program 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 Explore Menomonie? (See page 1)
5. How does the request contribute to long-term tourism development in the Menomonie Area?
6. What are the goals for this project / program and how will you measure success?
7. What other sources of revenue are being generated to support this project / program?
8. If the full amount of the requested grant is awarded, how will the funds be utilized?
9. If a partial amount of the requested grant is awarded, how will funds be utilized?

Please answer the following questions as they relate to an existing project / program. If your project / program is new, please skip to section D.

10. How many years has this project / program been held?
11. What was the project / program attendance in the past?
12. What percentage of attendance was from outside a 60-mile radius?

## Section D – Budget & Marketing Plan

Please attach a projected budget for the project / program. Please include approximate dollar values on any in-kind contributions or volunteer support. The marketing plan must include the following information: geographic location advertising, target demographic goals, promotion details, advertising goals, and other efforts to encourage overnight stays.

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

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

### Section E – Grant Reporting

Grant recipients are expected to make every effort to collect information about overnight room stays and program participation. Suggested reporting methods include registration forms, on-site surveys, room block data or lodging establishment inquiries. Report should include quantity of hotel stays generated by project / program, data about project / program attendance and other local impact information. Remaining grant funds will be awarded within two weeks of submission of a completed grant report.

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

### Section F – Additional Documentation

Please submit attachments of additional documentation to support your application. Previous year promotion, brochures, marketing plans or like documents may be submitted. Nonprofit organizations must provide proof of your 501(c)3 status.

#### Application submitted by:

Name: \_\_\_\_\_

Date: \_\_\_\_\_

*(Chamber Office Only)* Date application received: \_\_\_\_\_

*Submit Grant Application to [tourism@menomoniechamber.org](mailto:tourism@menomoniechamber.org)*

*For questions about this grant application please call (715) 235-9087 or via email [tourism@menomoniechamber.org](mailto:tourism@menomoniechamber.org)*

*Menomonie Area Chamber & Visitor Center*

*(715) 235-9087 • 1125 N Broadway St, Ste 3, Menomonie, WI 54751*