

Explore Menomonie – Special Event 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 marketing activities for events 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 event must demonstrate impact on businesses located in Dunn County.

The event 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

- Events that promote tourism and overnight stays in Menomonie, WI hotels.
- Events that generate a positive economic impact for the community are preferred.
- Preference will be given to 1st and 4th quarter events to complement tourism trends.
- Event 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 event cost. The maximum award amount per grant is \$5,000.00.

Applicants are discouraged from submitting applications more than 12 months in advance of the event date. Applications must be received a minimum of 90 days before a scheduled event. 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 with the menu options of lodging whenever possible.
3. Adding tourism@menomoniechamber.org to media release lists and other communications so Explore Menomonie may adjust marketing and promoting the event.
4. Inclusion of information in registration materials and/or surveys to obtain event data.
5. A final report for the event will include:
 - Estimated quantity of attendees/participants
 - Estimated number of overnight rooms stays in Menomonie, WI, directly generated by event if possible
 - Estimated amount of dollars spent on Marketing, along with samples of marketing materials to support event, 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 event 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 event generate?

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 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 event? What are the plans for marketing the event? What is the timeline for the event? Where is the event being marketed?

Planning

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

Event Cancellation

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

Explore Menomonie Special Event 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 Description of Event: _____

Running Dates of Event: _____

Number of Anticipated Attendees: _____

Number of Anticipated Overnight Room Stays: _____

Type of Event: _____

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

Yes ____ No ____

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

Please check all that apply:

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

Grant Amount Requested: _____

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.
- Event will be promoted outside a 60-mile radius of the Menomonie, WI Area

Section C – Event Details

Please answer the following questions as a **detailed narrative**. If the question does not apply to your event, 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.
2. Who are your event partners, if any?
3. Will the event 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 event and how will you measure success?
7. What other sources of revenue are being generated to support this event?
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 event is new, please skip to section D.

10. How many years has this event been held?
11. What was the event 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 event. 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 Event	\$
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. The report should include quantity of hotel stays generated by event, data about event 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

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

Menomonie Area Chamber & Visitor Center

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