

EAU CLAIRE AREA CONVENTION & VISITORS BUREAU TOURISM GRANT GUIDELINES & INFORMATION

INTRODUCTION

The Eau Claire Area Convention & Visitors Bureau is a non-stock, not-for-profit, private corporation, established to develop the tourism industry in the Chippewa Valley. The bureau's revenue sources include annual appropriations from room tax dollars, Partnership Program, various revenue generating programs and grants.

GRANT PROGRAM

The purpose of the grant program is to assist organizations in hosting events that will promote a positive image to potential visitors, generate overnight visits, extend visitor stays and create a desire to return. First consideration will be given to new and expanding festivals, sports tournaments, convention, cultural arts and special events benefiting the City of Eau Claire.

This is a competitive application, based on limited resource dollars. The grants are funded annually by the City of Eau Claire at the direction of the Eau Claire City Council and Wisconsin Arts Board.

ELIGIBILITY

- Business organizations, volunteer managed organizations and individuals.
- Projects must have a significant impact of businesses located in the City of Eau Claire, EXCEPT for the portion of the funds made available by the Wisconsin Arts Board.

APPLICATION GUIDELINES

- The ECACVB grants must be matched on a dollar-for-dollar basis. Matching funds include cash contributions, in-kind contributions or a combination of both.
- In-kind services include contributions of space, materials, loaned equipment and donated professional services, calculated on a local wage scale acceptable to the ECACVB.
- Grants must be used for marketing the project to promote tourism. *
- Choose the funding category best suited to your event.
- Applications must be legible and signed by applicant.
- Only complete applications will be considered.
- All events must create a positive image of Eau Claire and the Chippewa Valley.

REVIEW CRITERIA

- Projected tourism impact, including visitor spending and room night generation. *
- Level of community impact and public benefit.
- Uniqueness of project.
- Quality of the proposed project.
- Evidence of careful financial planning.
- Evidence of need and sustainability.
- Nourishes artistic expression & development.**
- Enhances enjoyment and understanding of Arts & Culture.**

* For Tourism Only

** For Cultural Arts Grants Only

APPLICATION PROCEDURES

- Special Events, Cultural Arts, and Motorcoach Grants are viewed twice a year. **Application deadlines are April 15 and November 15.**
- Eau Claire Area Convention & Visitors Bureau Staff reviews applications and clarifies areas as needed with applicant.
- All applications are subject to independent panel review.
- Special Events Grant Committee reviews and evaluates applications, completing a standard rating form. The Committee then makes funding recommendations to the Board of Directors.
- Scoring Criteria Includes: visitor draw reach of advertising, potential for overnight/extended stays, growth potential, need for funding, quality of planning, completeness of application, and adherence to guidelines.
- Written notification is forwarded to applicant following the Board of Directors vote. Applicants are informed of their funding status approximately six weeks after the application deadline.
- Upon submission of all required follow-up criteria, the Eau Claire Area Convention & Visitors Bureau will award payment.
- The Board of Directors 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 or limited participation.
- Political organizations, candidates for political office, and organizations whose primary purpose is to influence legislation.
- Building – brick and mortar – capital campaigns.
- Staffing/administrative purposes.
- Individuals and organizations which have not fulfilled all previous grant administrative guidelines.
- Fraternal organizations, churches of church-related groups with proposals which promote religion or an individual doctrine.