

Date Received

of Applications

Other attachments

Staff Contact

**EAU CLAIRE AREA CONVENTION AND VISITORS BUREAU
TOURISM GRANT APPLICATION FORM**

*****Application must be received not less than 90 days prior to the first day of the event***
*** 8 Copies are Required*****

The many year-round festivals and events hosted in the Chippewa Valley are an important aspect of the region's tourism industry. The Eau Claire Area Convention and Visitors Bureau's Special Project Fund is designed to assist local and regional non-profit organizations and associations in their role of tourism development and promotion in the Chippewa Valley.

The grant is appropriated by the City of Eau Claire and allocated to qualifying organizations by the Eau Claire Area Convention and Visitors Bureau, based on review by the Tourism Grant Committee.

The Grant Program's Intent:

Grants are intended, by contract, to "encourage tourism or conventions in the city of Eau Claire or to fund area events that will have a significant impact on businesses located in the city of Eau Claire".

Funding preference will be given to 1) new festivals, conventions and special events by providing "seed money" to assist with start-up marketing costs and 2) to existing events showing an expanded focus for event/tourism growth. The intent of the grant program is to assist organizations in hosting events that will generate overnight stays and extend visitor stays in Eau Claire and create a positive image of Eau Claire and the Chippewa Valley.

Applicants will provide all of the information requested and be in compliance with all criteria outlined.

Incomplete applications will be returned.

Applicant Organization:

Address:

City, State, Zip:

Contact Person:

Phone/Email:

Phone: _____

Email: _____

Purpose of Organization:

Name of Event:

Type of Event:

(Festival, Sports Tournament, Convention, Other)

Location of Event:

Date(s) of Event:

Date of Application:

TOURISM GRANT FUND ELIGIBILITY CHECKLIST

*****Please complete this section before proceeding*****

_____ Application is submitted by a nonprofit or volunteer organization.

_____ This event will show a favorable impression of Eau Claire and the Chippewa Valley.

_____ This event will be promoted to out of town visitors.

_____ **Grant amount request \$** _____

_____ This event/organization has received a previous Tourism Grant(s).

_____ Number of grants received _____ Total amount of grant(s) \$ _____

_____ Historical data is attached. Include Profit and Loss Statement.

Authorized Signature: _____

Date: _____

Applicants who have met the above criteria for funding may proceed with the remainder of the application. Assistance will be given to anyone requesting it by calling the Eau Claire Area Convention and Visitors Bureau at (715) 831-2345.

Project Description Page

On a separate piece of paper, please type your numbered responses to the following questions. Project description not to exceed four pages.

1. Briefly describe the purpose of your organization; what your organization provides to the community; the group of people you are targeting to bring into our community with this event.
2. Describe your event: Be sure to include who, what, where, when, and how activities will take place.
3. Explain how your event benefits the community and your organization. Specify whether your event is a first time event, annual event or an on-going program.
4. What geographic areas are you bringing event participants from; indicate geographic areas you are marketing for visitor attraction to your event.
5. What are the specific goals of this project?
6. Explain how your grant request would be used to promote tourism in Eau Claire. Note the resulting impact on your event if the requested funding is denied.
7. Please complete the attached budget form. Budgets not provided on this form will not be considered. Budget reflected should be for the event only.

Please review and adhere to the criteria for funding grant requests as found in the Special Events Grant Brochure. Follow the guidelines for funding and also carefully note the ineligible organizations and programs that will not be funded.

Funding scores are greatly enhanced when the criteria are met and the application format is followed. If you have any questions please call the Eau Claire Area Convention and Visitors Bureau 831-2345.

**Eau Claire Area Convention & Visitors Bureau
4319 Jeffers Road, Suite 201
Eau Claire, WI 54703
715-831-2345 • 888-523-3866**