

April 2026 (FY26) Cultural Arts Grants

Eau Claire Area Convention & Visitors Bureau

CULTURAL ARTS GUIDELINES & INFORMATION

Visit Eau Claire is a non-stock, not-for-profit private corporation established to develop and promote the tourism industry in the Eau Claire area. Visit Eau Claire's revenue sources include annual appropriations from room tax dollars and various revenue-generating programs and grants.

Through the Cultural Arts Grant Program, Visit Eau Claire invests in creative projects that strengthen the community's cultural identity, enhance quality of life, and contribute to the overall appeal of Eau Claire as a place to live, visit, and experience the arts.

***Note:** The current grant programs are operating as pilot initiatives for the April application cycle while Visit Eau Claire evaluates and refines its funding approach. Updates or adjustments may be introduced ahead of the November cycle.*

Program Purpose & Priorities

The Cultural Arts Grant Program is designed to catalyze new, creative, and unique arts and cultural experiences that enhance the vibrancy, identity, and cultural fabric of the Eau Claire area.

As the region's Destination Marketing Organization, Visit Eau Claire also seeks to support initiatives that strengthen the community's appeal and attract visitors to the region. The program prioritizes innovation, experimentation, and artistic growth, encouraging projects that introduce fresh ideas, activate spaces, create memorable cultural experiences, and contribute to Eau Claire's evolving sense of place.

This program is not intended to provide ongoing or annual operational support for recurring events or standard programming. Instead, funding is focused on projects that push creative boundaries, explore new formats or collaborations, and meaningfully contribute to the Eau Claire area's evolving landscape.

Eligibility

Applicants proposing expanded or reimagined components of existing events must clearly articulate how the project is materially different from prior years and how it advances cultural or artistic innovation beyond standard programming.

For further inquiries or clarification, please contact the Visit Eau Claire Grant Administrator at

grants@visiteauclaire.com. Our team is dedicated to assisting you throughout the application process and looks forward to supporting your event initiatives.

PROJECT BASICS

Name of Project/Event*

Character Limit: 100

Type of Project/Event*

Choices

Cultural

Festival

Interdisciplinary

Other

Performing Arts

If other, please describe:

Character Limit: 250

Project/Event Location*

Venue name(s) and physical address(es).

Character Limit: 250

Project/Event Start Date*

***The event date must occur at least 45 days after the respective April 15 and November 15 grant cycle dates. ***

Character Limit: 10

Project/Event End Date*

Character Limit: 10

Applicant Type*

Choices

Non-profit

Volunteer-managed

Individual

Tax ID & Non-Personal Bank Account Confirmation*

Individual/personal social security numbers and bank accounts will not be accepted.

Choices

No

Yes

How many years has this event been held?*

(If applicable, 0 if not applicable)

Character Limit: 3

Additional Comments

Character Limit: 5000

EVENT METRICS

Projected Attendance: Spectators*

Character Limit: 200

Projected Attendance: Participants*

Character Limit: 250

Projected Visitor Draw % from 50+ miles*

Character Limit: 20

Prior Year Metrics

(if applicable) Spectators / Participants / Visitor-Draw %

Character Limit: 250

SCORING CRITERIA

1. Originality & Creative Vision*

Describe the artistic concept and creative vision. How is this project original, innovative, or creatively distinct?

Character Limit: 10000

Identify the artist(s), culture-makers, or creative-industry collaborators involved.*

(Include roles and backgrounds)

Character Limit: 3000

Describe any new artistic, cultural, or educational offerings introduced to the community.*

Character Limit: 3000

2. Feasibility & Planning*

Describe your project plan and timeline, including artistic, educational, or engagement milestones.

Character Limit: 10000

Describe your audience-engagement and educational strategy.*

(Such as workshops, talks, demos, interpretive materials, youth components)

Character Limit: 10000

Please complete and upload the itemized budget form provided.*

Click [HERE](#) to download the budget form template.

Confirm that any match and operating/indirect costs are excluded.

File Size Limit: 200 MB

Grant Amount Requested*

Character Limit: 20

Describe team/organizational capacity, including experience of artists and educators.

Character Limit: 5000

3. Community & Visitor Impact*

Explain how the project enhances Eau Claire’s cultural vibrancy/identity.

Character Limit: 10000

Describe what audiences will learn, experience, or understand.*

Character Limit: 3000

How will the project activate public spaces and engage residents/visitors?*

Character Limit: 3000

4. Artistic & Organizational Growth*

Explain the artistic growth supported (experimentation, collaboration, skill-building).

Character Limit: 10000

Describe professional development or educational opportunities for participating artists.*

Character Limit: 3000

Describe organizational growth enabled by the project.*

Character Limit: 3000

5. Sustainability & Future Potential*

Explain how the project will continue or evolve beyond the grant period (Artistic and educational components).

Character Limit: 10000

Describe future funding strategies and how reliance on grant funds will decrease.*

(sponsors, donors, earned revenue)

Character Limit: 10000

6. Community Partnerships & Regional Collaboration*

List partners and roles (Arts orgs, educators, schools, community groups, regional collaborators).

Character Limit: 10000

Explain how the partnerships enhance cultural and educational value for participants/visitors.*

Character Limit: 3000

Describe alignment with broader community or destination goals.*

Character Limit: 10000

SIGNATURE

Authorized Electronic Signature*

Type your first and last name below.

Character Limit: 250

Date*

Character Limit: 10