



Grant Guidelines and Information

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

GRANT PROGRAM

The purpose of the Tourism & Cultural Arts 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, conventions, cultural arts events, 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

- Non-profit organizations, volunteer managed organizations, and individuals may apply
- Organizations that receive money from the City of Eau Claire Community Enhancement Fund may only apply for specific projects and/or programs outside the scope of existing operations
- Tourism Grant projects must have a significant impact on overnight stays within the City of Eau Claire
- Cultural Arts Grant projects do not have to have a room night impact

APPLICATION GUIDELINES

- All 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 complimentary contributions of space, materials, equipment, or professional services (calculated on a local wage scale acceptable to Visit Eau Claire)
- 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
- Grants must be used for marketing the project to promote tourism*

REVIEW CRITERIA

- Completeness of application
- 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/growth potential
- Projected tourism impact, including visitor spending and room night generation*
- Shows nourishment of artistic expression & development**
- Provides enhancement of enjoyment and understanding of arts & culture**

APPLICATION PROCEDURES

- Grant applications are reviewed twice per year: November 15 & April 15.
- Late applications will NOT be accepted
- Visit Eau Claire staff reviews applications and clarifies areas as needed with applicant
- The Visit Eau Claire Tourism Grant Committee reviews and evaluates applications, completing a standard rating form, and makes funding recommendations to the Board of Directors for approval
- Approximately six weeks after the application deadline, written notification is forwarded to all applicants following the Board of Directors approval/denial
- The Visit Eau Claire Board of Directors reserves the right to accept or reject any or all applications – all decisions made by the Board of Directors are final
- Grant funds are disbursed post-event – AFTER SUBMISSION OF REQUIRED FOLLOW-UP REPORT

INELIGIBLE ORGANIZATIONS & PROGRAMS

- Organizations that discriminate on the basis of race, color, creed, gender, national origin or sexual orientation
- Political organizations, candidates for political office, and organizations whose primary purpose is to influence legislation
- Building (brick and mortar) or capital campaigns
- Staffing/administrative costs
- Individuals and organizations that have not fulfilled all previous grant administrative guidelines
- Fraternal organizations, churches, or church-related groups with proposals that promote religion or an individual doctrine

*Tourism Grants Only

**Cultural Arts Grants Only

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