

# 2024 Conventions/Sports Funding Support

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*Eau Claire Area Convention & Visitors Bureau*

## *Guidelines & Information*

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### GUIDELINES & INFORMATION

#### **Eligibility**

- For-profit organizations, Not-for-profit organizations, 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

#### **Application Guidelines**

- All funding is encouraged to 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
- Applicants must have a valid organization bank account (non-personal)
- All events must create a positive image of Eau Claire and the Chippewa Valley

#### **Funding Specifications**

- Events with overnight stays within the City of Eau Claire are encouraged and will receive favorable consideration
- Funding may be considered for bid fees, facility fees, transportation, marketing, and community engagements

#### **Application Procedures**

- Funding applications are reviewed monthly
- Applications must be received 60 days prior to the event date
- Visit Eau Claire program administrators review the funding request and clarifies areas as needed with the applicant
- The Visit Eau Claire program administrators review and evaluate applications, completing a standard rating form, and makes funding recommendations to the Board of Directors for approval
- After the Board of Directors approval/denial a written notification and Letter of Agreement is emailed to all applicants

- 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

**All approved funding requests are disbursed post-event – AFTER SUBMISSION OF THE REQUIRED FINAL EVALUATION REPORT**

**Review Criteria**

- Completeness of application
- Level of community impact and public benefit
- Quality of the proposed project
- Evidence of careful financial planning

**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) or capital campaigns
- Staffing/administrative costs
- Individuals and organizations which have not fulfilled all previous funding request guidelines
- Fraternal organizations, churches of church-related groups with proposals which promote religion or an individual doctrine

### *Additional Information*

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The many festivals, conventions, and sporting events hosted in the Eau Claire Area are an important aspect of the region's tourism industry. Visit Eau Claire is tasked to assist event planners by providing other funding avenues and opportunities, for those that qualify, through the following state programs:

- Meetings Mean Business: conventions, meetings, retreats, etc.
- Ready Set Go: sporting events: tournaments, competitions, etc.
- Special Projects: other events that generate overnight stays

The funding exists to encourage tourism 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, specifically generating overnight stays and/or extending visitor stays at hotel properties in Eau Claire.

## Application

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### Event Name\*

*Character Limit: 100*

### Type of Project\*

#### Choices

Convention/Meeting  
Sporting Tournament  
Other

### If other, please describe:

*Character Limit: 250*

### How many years has this event been held in Eau Claire/Chippewa Valley area?

*Character Limit: 250*

### Location of Event

*Character Limit: 250*

### Event Start Date\*

*\*\* Application must be received no less than 60 days prior to the first day of the event \*\**

*Character Limit: 10*

### Event End Date\*

*Character Limit: 10*

### Purpose of Organization

Including what your organization provides to the community and the group of people you are targeting to bring into our community with this event.

*Character Limit: 10000*

### Application is submitted by a non profit or volunteer organization:

#### Choices

Yes  
No

### This event will show a favorable impression of Eau Claire/ the Chippewa Valley:

#### Choices

Yes  
No

### This event will be promoted to out of town visitors:

#### Choices

Yes

No

**If your EVENT has received previous Event Support funding, Tourism or Cultural Arts Grant(s),**

Please provide information regarding the number of grant(s) you have received and the dollar amount received:

*Character Limit: 10000*

**If your ORGANIZATION has received previous Event Support funding, Tourism or Cultural Arts Grant(s),**

Please provide information regarding the number of grant(s) you have received and the dollar amount received:

*Character Limit: 10000*

**Additional Comments**

*Character Limit: 10000*

## *Details*

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**Describe your event.**

Be sure to include who, what, where, when, and how activities will take place.

*Character Limit: 2000*

**Explain how your event benefits the community and your organization.**

Specify whether your event is a first time event, annual event or on-going program.

*Character Limit: 3000*

**What geographic areas are you bringing event participants from?**

Please indicate geographic areas you are marketing for visitor attraction to your event.

*Character Limit: 3000*

**What are the specific goals of this project?**

*Character Limit: 3000*

**Explain how your funding request would be used to promote tourism in Eau Claire.**

Note the resulting impact on your event if the requested funding is denied.

*Character Limit: 3000*

**If this is a new event, what is the estimated hotel room nights this event will generate?**

Please base on similar examples.

*Character Limit: 3000*

**Please complete and upload the budget form provided.**

Click <https://sandbox.grantinterface.com/Documents/Download/c5df6642-d9e9-4a14-9759-f5108de4f7ca> HERE to download the budget form template.

*File Size Limit: 150 MB*

**Funding Amount Requested\***

*Character Limit: 20*

**Additional Upload: Please upload event logo for our files**

*File Size Limit: 50 MB*

**Please upload any additional files you would like to include.**

*File Size Limit: 100 MB*

## *Prior Event Information*

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**Attendance at last event: Spectators**

*Character Limit: 250*

**Attendance at last event: Participants**

*Character Limit: 250*

**What percentage of attendance was visitor draw? (50+ mile radius)**

*Character Limit: 20*

**Estimated room nights of last event:**

*Character Limit: 250*

**Additional Comments:**

*Character Limit: 10000*

## *Signature*

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**Authorized Electronic Signature**

Type your first name and last name below.

*Character Limit: 250*

**Date**

*Character Limit: 10*

