



TOURISM GRANT GUIDELINES & 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 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.

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 grants are 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)
- Grants are not federally funded; therefore indirect (F&I) costs are not applicable.
- 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

Tourism Grants Specifications

- Grant projects must have a significant impact on overnight stays within the City of Eau Claire
- Grants must be used for marketing the project to promote tourism

Application Procedures

- Grant applications are reviewed twice a year – November 15 and April 15
- Late applications will NOT be accepted. On rare occasions, deadlines will be extended
- Indicate within the application the purpose of urgency if the event date occurs more than 6 months after the grant application is submitted
- Visit Eau Claire staff reviews applications and clarifies areas as needed with the applicant
- The Visit Eau Claire Grant Committee reviews and evaluates applications, completing a standard rating form, and makes funding recommendations to the Board of Directors for approval
- After the Board of Directors approval/denial (approximately six weeks after the application deadline) a written notification is forwarded 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
- Grant funds are disbursed post-event – AFTER SUBMISSION OF THE REQUIRED FINAL EVALUATION REPORT

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

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 grant administrative guidelines
- Fraternal organizations, churches of church-related groups with proposals which promote religion or an individual doctrine