

April 2026 (FY26) Tourism Grants

Eau Claire Area Convention & Visitors Bureau

TOURISM GRANT 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.

The Visit Eau Claire Tourism Grant Program assists organizations with tourism marketing, promotion, attractions, special events, and festivals that foster local economic impact and increase destination appeal. Funded projects must demonstrate the ability to attract visitors from outside the Eau Claire region and generate measurable tourism activity, including overnight stays.

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 primary goal of the Tourism Grant Program is to generate measurable overnight visitation and extend visitor stays in 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 projects that:

1. Open new markets or reach audiences outside the Eau Claire region.
2. Demonstrate incremental tourism demand (growth) beyond prior years.
3. Target Off-Peak/Shoulder Seasons: Projects occurring during historically lower-occupancy periods (as defined by Visit Eau Claire data) will receive greater consideration.
4. For events taking place within the City of Eau Claire, additional consideration will be given to applicants aligning with City of Eau Claire's Strategic Goals*

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 tourism 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.

EVENT BASICS

Event Name*

Character Limit: 100

Type of Project*

Choices

Festival

Sporting Tournament

Convention

Other

If other, please describe:

Character Limit: 250

Location of Event*

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

Character Limit: 250

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

Event End Date*

Character Limit: 10

Applicant Type*

Choices

For-profit

Non-profit

Individual

Volunteer Managed

Tax ID & Non-Personal Bank Account Confirmation*

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

Choices

Yes

No

How many years has this event been held?*

(If applicable, 0 if not applicable)

Character Limit: 250

Organization Purpose & Audience*

Character Limit: 10000

Additional Comments

Character Limit: 10000

EVENT METRICS

Projected Attendee Count*

Character Limit: 250

Projected Hotel Room Nights*

Character Limit: 250

Projected Visitor Draw % from 50+ miles*

Character Limit: 20

Prior Year Metrics:

(if applicable) Spectators, Participants, Visitor Draw %, Room Nights

Character Limit: 250

Additional Comments:

Character Limit: 10000

SCORING CRITERIA QUESTIONS

1. Projected Overnight Visitation & Measurable Tourism Impact*

Explain how the event will generate NEW hotel room nights; include methodology and assumptions.

Character Limit: 5000

Identify target out-of-region markets and expected draw; include channels used to reach them.*

Character Limit: 3000

Explain how the event may extend visitor length of stay.*

(multi-day formats, evening programming, paired experiences)

Character Limit: 3000

2. Incremental Growth & Market Expansion

If recurring, describe measurable growth beyond prior years (attendance, markets, programming, room demand).

Character Limit: 3000

Describe NEW elements for this year.*

(new divisions/venues/activities, expanded marketing, new visitor experiences)

Character Limit: 3000

Explain how the event reaches NEW geographic markets not previously targeted.*

Character Limit: 10000

3. Timing & Seasonality Impact*

Explain how the event dates align with low-occupancy (off-peak/shoulder) periods.

Character Limit: 10000

Describe how the event helps balance seasonal tourism demand and strengthen year-round visitation.

Character Limit: 10000

4. Community Partnerships & Regional Collaboration*

List regional partners (Eau Claire, Altoona, Osseo, Union, Wheaton) and describe roles/commitments.

Character Limit: 10000

Explain how these partnerships enhance the visitor experience.*

(lodging, attractions, restaurants, business support)

Character Limit: 10000

Describe alignment with broader destination goals.*

Character Limit: 10000

5. Feasibility & Planning*

Provide your event operations plan and timeline (logistics, staffing/volunteers, risk mitigation).

Character Limit: 10000

Describe a marketing plan focused on attracting out-of-region visitors.*

Character Limit: 10000

Please complete and upload the itemized budget form provided.*

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

Include any matches or sponsorships (cash or in-kind).

File Size Limit: 200 MB

Grant Amount Requested*

Character Limit: 20

6. Sustainability & Future Potential*

Describe a 3-year sustainability and funding taper plan (decreasing reliance on grant funds over time).

Character Limit: 10000

Identify future funding strategies.*

(sponsorships, earned revenue, donors)

Character Limit: 10000

SIGNATURE

Authorized Electronic Signature*

Type your first and last name below.

Character Limit: 250

Date*

Character Limit: 10