



## DISCOVER WAUWATOSA TOURISM GRANT APPLICATION

Thank you for your interest in applying for the Tourism Grant from Discover Wauwatosa. Funding for this grant comes from the hotel/motel room tax dollars collected by the City of Wauwatosa to grow tourism in our community.

### PURPOSE

Discover Wauwatosa makes these funds available to assist qualified organizations with the promotion of tourism activities striving to directly increase hotel/motel occupancy, enhance Wauwatosa's overall cultural environment, and increase the visibility and reputation of the City of Wauwatosa as a desirable destination for visitors.

The grants are available to support the expansion of existing events or attracting new events that have the ability to bring overnight stays to Wauwatosa. The purpose of the grant program is to provide the stimulus and funding to assist organizations to create, expand, host, market and administer events that can demonstrate attracting out of town visitors and resulting in positive local economic impact.

### PROGRAM ADMINISTRATION

The Discover Wauwatosa Tourism Grant Program is administered by the Wauwatosa Tourism Commission. Every grant application will be considered on its own merit, and it is within the Commission's authority to approve or deny any grant for any reason. More significant consideration and higher priority will be given to projects demonstrating the highest potential for creating significant economic impact, primarily through increasing hotel occupancy and restaurant revenue.

Program funding varies year to year based on Wauwatosa hotel performance. Therefore, it is possible that even though an application received may qualify, limited funding may not allow all events to receive assistance. All decisions regarding awards are made at the sole discretion of the Wauwatosa Tourism Commission.

Questions regarding the application process or the program may be directed to:

Beth Gleesing  
Tourism Specialist  
[bgleesing@wauwatosa.net](mailto:bgleesing@wauwatosa.net)  
414-479-3548

### ELIGIBILITY

Applicants can be any non-profit organization or commercial enterprise seeking to produce and promote a well-defined tourism-oriented event or attraction. Eligibility requirements are as follows:

1. Non-profit organizations must provide an IRS determination letter of non-profit status.
2. Event must take place during the calendar year the grant is disbursed.



3. Event is not conducted solely as a fundraiser and must be non-commercial in nature (sole purpose may not be to sell a product or service).
4. The dollar amount requested may not exceed 50% of the projected event budget.
5. The event must obtain and maintain all necessary licenses, permits and insurance as required by the City of Wauwatosa's event permit policies.
6. Applicants must use Wauwatosa venues and hotels to be eligible to receive Discover Wauwatosa funding. Events that demonstrate a higher level of use of Wauwatosa hotels and venues will be reflected as such in review and scoring of application.
7. Only one proposal per year will be accepted from an applicant/organization. Proposals may be for one event or a series of events with a consistent format.
8. The event must be a special one-time event, an inaugural event, or an existing event demonstrating expansion and growth. For the purposes of this grant, "event growth" is defined as: an increase in the number of event days (i.e. event growing from 2 event days to 3 event days), and/or an increase in visitors, registered participants or teams.
9. If the event is a sport-related event, the event must be sanctioned by a sport governing body.
10. A final report is required for each grant and each year during the offering. Any organization failing to submit a final report will be ineligible for future Discover Wauwatosa Tourism Grants. The final report must be received within 90 days of the event conclusion.

The Wauwatosa Tourism Commission reserves the right to update eligibility requirements annually.

### **REQUEST LEVELS**

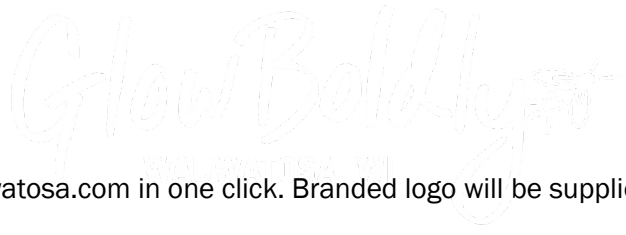
Grants are available at the following levels: \$1,500, \$2,500, \$5,000

Grant applications must be received a minimum of 90 days before the event's start date. Applications are reviewed by the Wauwatosa Tourism Commission at bimonthly meetings.

### **FUNDING STIPULATIONS**

Applicants receiving funds must meet the following requirements:

1. All successful grant applications will list Discover Wauwatosa as a sponsor of the event at the level corresponding to the grant amount. The Discover Wauwatosa logo and/or brand assets will be provided to the applicant for use accordingly on all print materials as well as digital media.
2. Any media placed through this grant program should be shared with Discover Wauwatosa for promotional use.
3. Applicants receiving a Tourism Grant must include [DiscoverWauwatosa.com](http://DiscoverWauwatosa.com) and [Facebook.com/DiscoverWauwatosa/](https://www.facebook.com/DiscoverWauwatosa/) links on event website. The consumer must be able to



reach DiscoverWauwatosa.com in one click. Branded logo will be supplied after application has been approved.

4. Applicants collecting email addresses for registration/participation/information for the event will allow individuals to opt-in to Discover Wauwatosa emails, collect email addresses and provide said email addresses to Discover Wauwatosa for future marketing purposes.
5. Applicants placing event participants in Wauwatosa hotels (i.e. teams/attendees for sporting competition) will allow Discover Wauwatosa to provide event participants with information on Wauwatosa destinations and events via hotel partners.

#### **ALLOWABLE EXPENSES**

- Event production costs
- Marketing including print, television, radio, digital advertising, advertising on social media, direct mail, etc.
- Printing
- Website development and enhancement
- Venue rental
- Entertainment and booking fees
- Exhibit costs
- Prize money

#### **DISALLOWABLE EXPENSES**

- Proposal preparation
- Salaries/benefits/other monetary compensation to event employees
- Travel or transportation costs
- Entertainment or activities not for the general public
- Legal, engineering, accounting or other consulting services
- Interest or reduction of deficits or loans
- Construction projects or ongoing operation expenses

#### **PROPOSAL REQUIREMENTS**

Please submit a typed proposal of no more than eight (8) pages following the outline below. Soft copies of the proposal must be submitted in pdf or jpg formats.

##### **Section 1**

1. Cover sheet that includes the following items:
  - a. Organization name
  - b. Event name
  - c. Project Manager/Point of Contact
  - d. Project Manager phone number
  - e. Project Manager email address
  - f. Organization address, city, state, zip



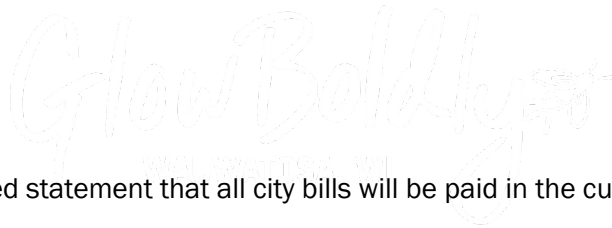
- g. Organization phone number
  - h. Organization president
  - i. Organization website address and all social media pages
  - j. Total \$ amount requested
  - k. Event dates
  - l. Event location
2. Event background:
    - a. Organization history, mission, goals
    - b. Description, objective, and purpose of event
    - c. How many years has the event taken place
    - d. Average event attendance
    - e. What makes the event unique
  3. Event details
    - a. Target audience
    - b. Where attendees will be coming from
    - c. Estimated number of attendees
    - d. Estimated number of room nights generated
    - e. Estimated number of attendees that are day-trippers (from outside of Wauwatosa, but will not spend the night)
  4. Event's value and benefits
    - a. Explain the economic benefit/impact the event will have on Wauwatosa
    - b. What other sources of funding does the event have (including in-kind support)
    - c. List potential or secured event sponsors
    - d. List all grants, either secured or in process
    - e. Describe additional fundraising efforts implemented for event
    - f. What results do you expect to achieve
    - g. How will you measure the success or anticipated outcomes
    - h. Describe event's ability to draw visitors from outside of Wauwatosa

## Section 2

1. Event marketing
  - a. Define geographic area event will be marketed in
  - b. Outline paid advertising plan (Include any broadcast, print and digital media. Be specific as to which media outlets/publications/online channels are planned.)
  - c. Describe public relations efforts planned (include media outlets being pitched/targeted)
  - d. Describe social media plan (list all social channels and frequency of posting)
  - e. Describe any paid social media (list all social channels)
  - f. Describe any print materials planned (posters, brochures, etc), quantities and distribution of the materials
  - g. Define target audience and demographics
  - h. Include budget breakdown of all marketing efforts
2. Event budget
  - a. Provide event budget (this can be a separate attachment)
  - b. Describe specific projects or expenses grant will be used for (include the cost of each item)

## Section 3

1. Proposal support documents
  - a. IRS letter of non-profit tax-exempt status
  - b. List of organization board of directors and/or event committee members



- c. Signed statement that all city bills will be paid in the current year

**Submission**

Completed proposals are to be submitted to:

Beth Gleesing  
Tourism Specialist  
City of Wauwatosa  
[bgleesing@wauwatosa.net](mailto:bgleesing@wauwatosa.net)

Submission is not deemed complete until organization receives confirmation of receipt from the city.

**FINAL REPORT**

A final report is required from each event receiving funding and must be submitted no later than 90 days after the event conclusion. The final report should include:

1. A one-page typed summary of the event
2. Attendance figures, number of vendors and volunteers
3. A one-page budget for the event, including details on how the Tourism Grant was used
4. Samples of advertising or promotional materials
5. A list of media coverage and sponsors
6. A list of organizations that benefited financially from the event
7. Hotel room night tracking including property name(s) and number of room nights attributed to the event
8. Economic impact statement
9. Audience demographic breakdown
10. Anticipated changes for next year

