2024 Racine Special Event Grant Fund

The City of Racine and Visit Racine County established the Special Event Grant Fund to help fund events and projects that will bring in visitors from outside of the local area who are likely to stay overnight in an area hotel or motel. The fund utilizes 10% of the total room tax collected by the City of Racine, which is anticipated to be about $20,000.

Applications will be available on-line at www.visitracinecounty.com or at the Visitor Center located at 14015 Washington Ave., Sturtevant, WI 53177. All applications must be received by Visit Racine County by 12 p.m. on Monday, January 8, 2024. They can be emailed to cari@visitracinecounty.com or mailed/dropped off at the Visitor Center. The review committee will meet in January and the grants will be announced by the end of the month.

The program accepts applications from non-profit 501c-3 or 501c6 organizations for the marketing of events and projects which will occur within the City of Racine. They must be open to the general public, non-political in nature and be held in a venue that is ADA accessible. Conventions and exhibitions, as a component of a convention, and business meetings are not eligible for funding. Organizations that were grant recipients in the past may apply, but preference will be given to first time applicants. We are especially looking for events which will seek to promote Racine's culture, and specifically promote the lifestyle of our residents. Elements that shape our way of life such as the history of the area, our art, architecture, religion(s), recreation, sports or health/fitness will be considered for funding.

The grant is to be used for marketing the event or project outside of the Racine metropolitan area. This is a matching grant fund, which means that the organization must, at a minimum, match dollar-for-dollar the amount awarded. This can be done either "in-kind" or by cash. **The "ideal" event will be a first-time event, held over multiple days in the non-summer months that is likely to attract hundreds of overnight visitors from outside of the area that fill hotel rooms.**

Those awarded grants will receive 70% of the total amount awarded at that time, with the remaining 30% being awarded upon submission of a post-event report. Failure to submit your post event summary within 90 days or submitting summaries with incomplete or missing information may affect funding of future applications.

If, for reasons beyond your control, you are not able to complete the project for which the original application was submitted, you should notify Visit Racine County as soon as possible. You have two choices:

You may submit a request to the committee to replace the original project with another that is comparable in quality and scope. The request will be reviewed by the committee and voted upon.

or

If you have spent a portion of the funds, you will be required to submit copies of invoices and checks with a final report and return all unused monies to Visit Racine County along with a letter of explanation.

2024 Racine Special Event Grant Application

Applicant Organization:

Event or Project Name:

Event Dates:

Address of Organization:

President of Organization or Chair of Board:

Phone: **Email:**

Primary contact (person responsible for this project.):

Phone: **Email:**

Amount requested:

_____

Signature of President or Chair of Organization   Date

Event or Project Description
On a separate piece of paper please respond to the following questions:
Describe the event or project. This should include:
- Where the event or project will take place
- The dates of the event or schedule of the project. If the project will be done in stages, what are the dates of expected completion?
- The types of activities that will take place
- Who will be involved?
- Your goals for the event or project. These could include the number of people, dollars raised, number of overnight visitors or room nights, or the economic impact to the area.
- The list of groups, organizations and people who will partner with you. (if applicable)
- The geographic area and the demographics of the visitors that you expect to attract to the event or project.
- Is this a first-time event or an ongoing event?
- If the event is an ongoing event…
    - how many years has it been going on?
    - what was the attendance at last year's event?
    - what percentage of attendees came from over 50 miles away?
    - what is the estimated number of room nights for last year's event?

Budget

Promotional Budget	In-Kind	Cash	Grant Funds
Local Marketing/Promotion			
Non-local Marketing/Promotion			
Mailing			
Social Media/Online Marketing			
Printing			
Development of Promotional Materials			
Other Promotional Expenses			
Total Promotional Expenses			
Total Operational Expenses			
Total Expenses			

Total Event Promotional Budget:

Post Event Report should include the following information:

Goals
- Restate your quantifiable, measurable goals. Did you meet them? Why or why not?
- How did you measure your goals?

Return on Investment
- As a result of this effort, how much was the visitor, participant and spectator spending?
- How did the event or project stimulate the local economy?

Earned PR or Media Coverage
- Outline the media coverage received. Include samples of print media or date and time of electronic media coverage.

Changes/Modifications
- If you were to do this over again, what changes would you make and why?

Also include:
- Event financials to include Income and Expenses (cash only, not in-kind, staff)
- The results from any surveys that were conducted of attendees and/or participants
- Samples of collateral material and advertising
- Photos of the event