



Wisconsin's Leader in Sports, Events & Tourism

Program Introduction

The Visit Wausau Sports Authority Grant Program is designed to support events that strengthen the Greater Wausau area as a premier destination for sports, outdoor recreation, and visitor experiences.

Funding is prioritized for initiatives that:

- Generate overnight stays
- Attract visitors from outside the region
- Enhance the visitor experience
- Align with the "Wisconsin's Basecamp" brand

Through strategic investment, this program helps build a stronger tourism economy while supporting community assets and experiences that benefit both visitors and residents.

Eligibility

- For-profit organizations, non-profit organizations, and volunteer-managed organizations may apply
- Event must take place in one of the communities represented by Visit Wausau
- Funding may be considered by bid fees, facility fees, transportation, event-related personnel costs (like referees or security), and community engagements
 - o If the event is a bid event, submit all bid documents, including an award letter if applicable, with your application.
- **The following are INELIGIBLE Organizations and Programs:**
 - o Organizations that discriminate on the basis of race, color, creed, gender, national origin, or limited participation
 - o Political organizations, candidates for political office, and organizations whose primary purpose is to influence legislation
 - o Building (brick and mortar) or capital campaigns
 - o General marketing uses not related to an event
 - o Staffing/administrative/operational costs
 - o Individuals and organizations which have not fulfilled previous funding request guidelines
 - o Fraternal organizations, churches or church-related groups with proposals that promote religion or an individual doctrine
 - o Events and organizations that have previously been funded and are not substantially different from past funding requests. This grant is not intended to be a source of ongoing financial support



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Application Process

Applications are accepted on a rolling basis and grants are subject to fund limitations. Applications must be received at least 2 weeks prior to the next CVB/Visit Wausau Board meeting at which they will be reviewed. Applicants must complete and submit the appropriate grant application form, including all required documentation and budget information.

Applications should clearly demonstrate:

- Expected visitor impact
- Estimated overnight stays
- Marketing or project strategy
- Financial readiness and matching funds

Incomplete applications may not be considered.

Required Documentation

- **Budget worksheet**
- **Letters of support, if applicable**
- **Past performance data, if applicable**

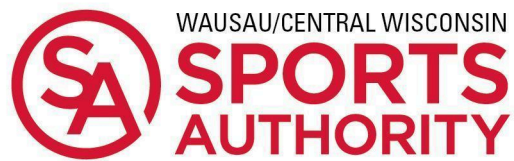
Evaluation Criteria

- Estimated number of room nights from event participants and attendees (30 points)
- Percent of participants and attendees from outside 90 mile radius (20 points)
- Occurs during an off-peak season (off peak seasons = spring and fall) (15 points)
- Alignment with basecamp brand (10 points)
- Sponsorship benefits received (10 points)
- Potential for event growth or additional or larger events (5 points)
- Community support received including other funding commitments (5 points)
- Demonstrate strong organization and execution (5 points)

Review Process

All applications are reviewed through a structured evaluation process:

1. **Staff Review**
 - Completeness check
 - Eligibility verification



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2. Scoring & Evaluation

- Applications are scored using standardized criteria

3. Committee Review

- Sports Authority Committee evaluates top applications
- Recommendations are made for funding. The Board is not required to approve those recommendations

4. Board Approval

- Applicants are required to attend the Board meeting in person or online to present the proposal
- Final decisions are made by the governing board
 - i. Requests may be granted in whole or in part based on scoring. The board reserves the right to request additional assurances, guarantees, or information before approving the grant
 - ii. The board reserves the right to accept or reject any or all applications
- After board approval/denial, a written notification of decision will be provided to all applicants

5. Post-Approval

- Recognition of the Wausau/Central Wisconsin Sports Authority is required at the sponsored event
- Grants are made on a disbursement basis. Upon notification from the CVB staff of an award, the organization must submit an invoice to the Wausau/Central Wisconsin Sports Authority for the approved amount
- Within 60 days of the event, the Applicant must provide the CVB a detailed report with all requested information. Failure to submit this report timely will cause applicants to forfeit any remaining/unclaimed funds awarded and will prevent the Applicant/organization from being eligible for funding in the future

All funding decisions are final.

Reporting Requirements

All funded applicants must submit a final report within 60 days of the event including:

- Attendance (participants and spectators)
- Actual overnight stays generated
- Economic impact estimate
- Documentation of sponsorship benefits

Failure to timely submit required reporting may impact eligibility for future funding.