



March 2017

Dear Non-Profit Organization,

The Waupaca Area Convention & Visitor Bureau [WACVB] has been established to promote the greater Waupaca area as a tourism destination and meeting and gathering place. The Board of Directors is comprised of representatives from the City of Waupaca administration and common council, Waupaca lodging facilities, and tourism and retail business owners/managers. The WACVB has been assigned the task of overseeing distribution of funds for "*tourism promotion and tourism development*" per Wisconsin statutory definition.

In the past, applications for room tax funding have been submitted through the City of Waupaca for consideration towards community projects and events. The WACVB is now handling this process through the newly created *Waupaca Tourism Development Grant Program*.

Included in this document, please find a Tourism Development Grant Program packet. This includes an overview and application for funding consideration for your community event or project.

The submission deadlines for 2017 are March 31 and September 30.

In the future, our plan is to have this application process available online.

We wish you well with your endeavor and thank you for promoting the Waupaca area as a destination!

Cordially,

A handwritten signature in black ink that reads "Terri Schultz".

Terri Schultz, President  
Waupaca Area Convention & Visitor Bureau

A handwritten signature in black ink that reads "Mitchell Swenson".

Mitchell Swenson, VP of Tourism



## **Tourism Development Grant Program Overview**

The Waupaca Area Convention and Visitor Bureau Tourism Development Grant Program will provide partnership funding to help non-profit organizations promote tourism in the Waupaca area.

In 1988 the City of Waupaca instituted a lodging facility room tax to raise revenue for tourism development. The current tax is set at 8% of gross room sales. A Tourism Development Grant Committee will review all applications and make recommendations for the distribution of funds.

The mission of the Tourism Development Grant Program is to promote the Waupaca area as a destination by attracting visitors, encouraging overnight stays, increasing visibility and making an overall positive impact in our community.

A number of criteria must be met to qualify for grant consideration:

1. Your event or project must be sponsored by a Non-Profit organization with IRS certification.
2. The event or project must be located within the Waupaca area.
3. 'WOW' type events located outside our normal area that will have a positive impact on our area may be given consideration.
4. Contributing to the development or expansion of visitor attractions and amenities.
5. Funding is intended for new events, projects or enhancements to existing events, or projects. Funds are not to be used as general operating capital.
6. Applicants proposing off season or in season week day events will be given more consideration.
7. Events or projects will need to report back to the Tourism Development Grant Committee (see requirements in application).

Three Goals of Support:

1. New events or enhancements to current events to draw additional people to our area.
2. Marketing & Promotions outside of a 50 mile radius.
3. Capital Improvements.

Deadlines for applying:

1. March 31
2. September 30

Drop-off or mail completed applications to: WACVB – 221 S. Main St. – Waupaca, WI 54981.



Waupaca Area Convention and Visitor Bureau Tourism Development Grant Program

## APPLICATION

**Date:**

**Name of Applicant Organization:**

**Address:**

**City:**

**State:**

**Zip:**

**Telephone:**

**Email:**

**Federal Identification Number:**

**Purpose of Organization:**

**Event/Project Title:**

**Grant Amount Requested:**

**Person in charge of Event:**

**Address:**

**City:**

**State:**

**Zip:**

**Telephone:**

**Cell Phone:**

**Email:**

**Event Dates:**

**Event Times:**

**Total Cost of Event/Project:**

*Make sure to sign last page of application.*

**Please check type of Event/Project:**

- One time / One-of-a-Kind Event/Project
  - So unique that the likelihood of it being repeated is minimal, must still be able to bring in a sufficient amount of tourism.
- New/Recurring Event
  - A New Event is an event that has not previously been held in the Waupaca area. It is an event the applicant intends to repeat regularly.
- Existing Event
  - Advertising campaign within a new geographic market directed at a new demographic audience. New markets, media and audiences should be chosen based on their potential to increase event attendance.
- Capital Improvement/Building Project/Tourism Infrastructure
  - In addition to the base application, you will also need to complete the Capital Improvement Projects section.

1. Give a detailed description of the Event/Project, including answers to the following questions:

- What is the event/project purpose?
- Provide a description of the event/project.
- What will a visitor experience when there? How long will a visitor spend there?
- What makes it special?
- Is it unique in Wisconsin or the Waupaca area?

2. Describe in detail how the project will be marketed to the visiting public, including answers to the following questions:

- Who is your target audience?
- How large do you anticipate your marketing budget to be? Describe in detail how the project will be marketed to the visiting public.
- What kinds of sales, advertising and promotions will you do?
- Who will provide you with the marketing expertise you need?
- What plans do you have for cross promotion with other attractions?



3. Estimate how many people will be attracted into the Waupaca area with this event/project.
4. What impact will the event/project have on the tourism economy?
  - How many overnight stays will it generate in the first year?
  - How many overnights in years 2 & 3? What growth do you anticipate?
  - How did you arrive at that estimate?
  - Estimate and describe the economic impact the event/project will have on other local businesses.
5. Are there other community organizations, groups or attractions with which you will collaborate with? If yes, will they be raising funds during this project?
6. Provide a detailed budget for your event or project including anticipated expenditures, sources of revenue other than grant funds.
7. How will you raise other funds to complete your event/project?
8. How will funds obtained through the Waupaca Area Convention and Visitor Bureau Tourism Grant Program be used?
9. How will you recognize the support of the Waupaca Area Convention and Visitor Bureau?

Please provide any additional information you would like to share for consideration of your request.  
**(This applies to both Event and Capital Improvement type requests.)**

**Signature and Title of Organization Officer:**

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**Budget Outline**

Contributions Received:

Anticipated Income:

Expenses:

Promotional  
Operational

Total Revenue:  
Total Expenses:  
Net Income (Loss)

## **Capital Improvement Projects**

1. Give a detailed description of the project.
  - What will it look like?
  - What will a visitor experience when there? How long will a visitor spend there?
  - When will it be open?
  - Is it new to the Waupaca Area or an expansion of an existing attraction?
  - What makes it special?
  - Is it unique in Wisconsin?
2. Has there been a feasibility study or market study for this project? If so, please share what you learned. If not, what has been done to determine whether success is likely?
3. Describe in detail how the project will be marketed to the visiting public.
  - Who is your target audience?
  - How large do you anticipate your marketing budget to be?
  - What kind of sales, advertising and promotions will you do?
  - Who will provide you with the marketing expertise you need?
  - What plans do you have for cross promotion with other attractions?
4. How do you envision your organization working with the Waupaca Area Convention & Visitor Bureau once the project is completed?
5. What other attractions or community organizations will you collaborate with?
6. Describe in detail your operational plans for the organization after this project is complete. Be sure to include information on the following:
  - How will you be staffed? How experienced is your staff?
  - Have you developed job descriptions?
  - How will you insure adequate operational funding? Funding during the start-up period?



7. What is the useful life of the project?
8. Who is the legal owner of project site, if not the applicant? Describe the relationship between the owner and applicant.
9. Will construction of the project require any additional construction of:
  - Public facilities (e.g. sewage, facilities, road, etc.) and/or Public utilities? Please explain.
10. Is there municipal, county or state support for this project? If so, please describe the kind of support the project is receiving.
11. How much money do you have left to raise for this project? Provide a detailed plan for raising those funds.

Please provide any additional information you would like to share for consideration of your request.  
**(This applies to both Event and Capital Improvement type requests.)**

**Signature and Title of Organization Officer:**

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