



Visit Delavan

2023 Tourism Grant Application

The Tourism Grant program is designed to promote tourism related activity within the city of Delavan with specific emphasis on tourism that is reasonably likely to generate overnight stays in lodging facilities. Visit Delavan administers and funds the Tourism Grant program through the financial support of funds allocated from the Tourism Commission of the City of Delavan.

Examples of Eligible Projects / Events and Use of Funds:

- Design, productions and placement costs for marketing that targets visitors from outside the City of Delavan and its surrounding communities. This includes but is not limited to: brochures, fliers, posters, direct mail, registration materials, print ads, radio ads, television ads. Website enhancements that are reasonably likely to increase tourism and overnight hotel stays. Web and social media marketing that increases traffic of visitors from outside the City of Delavan and its surrounding communities.
- Purchase of marketing lists, search engine marketing ad words, Google ad words.
- Offsite signage such as billboards targeting visitors that live outside the City and its surrounding communities.
- Fees must be payable to a third party vendor. In-kind fees are not eligible.

Eligible Applicants:

- Not for Profit Organizations with an IRS determination.
- Not for Profit Organizations in good standing with the City.
- For Profit Organizations may partner with a Non-Profit Organization to complete a joint application.
- Project / Event is within the City of Delavan.
- The event or promotional opportunity should demonstrate economic impact as it relates to tourism and is reasonably likely to generate overnight stays at multiple lodging properties within the City of Delavan.
- Repeat grant applicants have filed timely post event reports.

Grant Recognition:

- All awarded marketing initiatives must include the Visit Delavan logo and where space allows, the following grant recognition: "Sponsored in part by Visit Delavan," whether in print, digital, radio, or television.

Grant Limits:

- Grants will be limited based upon funding.
- Maximum grant allowances:
 - Spring (March 1 – May 31) – Maximum of \$9,000
 - Summer (June 1 – August 31) – Maximum of \$7,000

- Fall (September 1 – November 30) – Maximum of \$9,000
- Winter (December 1 – February 28/29) – Maximum of \$15,000
- Year-round – Maximum of \$15,000
- The Tourism Commission retains the right to adjust grant limits based on the merits of the individual applications.

Additional Information:

- All grants will be evaluated on established criteria and ranked competitively by the Commission.
- The grant application must be signed by an authorized official within the organization.
- The grant expires December 31 of the year awarded by the Tourism Commission.

Evaluation Criteria:

- Quality and completeness of application – 10 points
- A well-developed marketing plan / strategy than can reasonably be expected to generate multiple overnight stays – 25 points
- The project / event application substantiates local economic impact from:
 - Local – 5 points
 - Local and Day Visitors – 10 points
 - Local, Day and Overnight Visitors – 25 points
- The methodology proposed to survey attendees is well developed and will likely generate quality information regarding event attendees and whether they are local versus a day visitor or overnight visitor – 10 points
- The event is unique, unduplicated and creative – 15 points
- Expected or historical event attendance:
 - 0-1,000 Visitors Annually – 5 points
 - 1,001-5,000 Visitors Annually – 10 points
 - 5,001+ Visitors Annually – 15 points

Review and Award Process:

- Timely grant requests will be reviewed by the staff of Visit Delavan for completeness.
- The Commission will review, score and rank proposals based up the Evaluation Criteria listed above.
- Staff of Visit Delavan will compile ranking for Commission consideration.
- Commission will review and make final grant determination.
- Grant applicants will be informed of the grant determination.

Final Report:

- An Evaluation Report and supporting documentation must be turned in to Visit Delavan within sixty (60) days of the completion of the project / event.

Visit Delavan

Tourism Grant Application



Type of Project / Event:

- New One-Time Project / Event
- New Recurring Project / Event
- Existing Project / Event

Season For Promotion:

- Year-round (January - December) *Maximum Award \$15,000 Per Project / Event*
- Spring (March 1 – May 31) *Maximum Award \$9,000 Per Project / Event*
- Summer (June 1 – August 31) *Maximum Award \$7,000 Per Project / Event*
- Fall (September 1 – November 30) *Maximum Award \$9,000 Per Project / Event*
- Winter (December 1 – February 28/29) *Maximum Award \$15,000 Per Project / Event*

Name of Project / Event: _____

Dates of Project / Event: _____

Total Project / Event Budget: _____

Project / Event Location: _____

Projected Number of Attendees: _____

Estimated Number of Room Nights Generated from Project / Event: _____

Applicant: _____

FEIN: _____

Mailing Address: _____

Physical Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Name/Title of person filling out application: _____

Phone: _____ Fax: _____

Email: _____

Web address: _____

Name of person who would be signing the contract, if awarded: _____

Amount requested: _____

Project / Event Description:

Estimated Economic Impact of Project / Event:

Local Visitors are people from within the community of Delavan – City or Township.

Day Visitors are people to visit an event or attraction within the City of Delavan and do not spend the night in the City of Delavan.

Overnight Visitors are people who stay at least one night in a hotel, motel, bed & breakfast, or private accommodation – within the City of Delavan.

- Projected Attendance: _____
- Projected Number of Local Visitors: _____
- Projected Number of Day Visitors: _____
- Projected Number of Overnight Visitors (within the City of Delavan): _____
- Projected Number of Room Nights (within the City of Delavan: _____

According to the Wisconsin Department of Tourism, overnight visitors generate \$180 per person / per day in visitor expenditures. Day Visitors generate \$58 per person / per day.

of Day Visitors _____ x \$71.00 = \$ _____ in Day Visitor Expenditures

of Overnight Visitors _____ x \$160.00 = \$ _____ in Overnight Visitor Expenditures (within the City of Delavan)

If projected multiple day visits or overnights, please multiply appropriate number of visitors by number of days (day visitors attending 2 days = 2 day visitors, overnight visitors spending 2 nights = 2 overnight visitors).

Total Economic Impact of Project / Event: \$ _____

Marketing Plan:

Attach a detailed marketing plan or strategy that MUST include the following criteria: (2 pages maximum)

- Target Audience (including – but not limited to - geographic location, interests, age, relationship status, etc.)
 - Geographic Location – where they live: Chicago, Milwaukee, Madison, etc.
 - Interests – hobbies, collectors, gaming, golf, watersports, retired, etc.
 - Age – 18-25, 26-35, 36-45, 46-55, 56-65, 66+

- Relationship Status – single, married, empty nesters, parents of young children, grandparents, etc.
 - Goals & Objectives (clear & measurable)
 - Measurement of Success (how will success be measured, the methods of measurement)
 - Types of Marketing / Advertising - Examples of marketing outside the local area include:
 - Print – newspapers, magazines
 - Digital – website, banner ads, email campaigns, social media, pay per clicks
 - Radio
 - Television
 - Printed Materials – coupon books, brochures, rack cards, flyers, posters
 - Trade Shows
 - Marketing / Public Relations Services – graphic design, public relation specialists
 - Promotional – project / event elements that will likely increase chances of overnight stays
-

Marketing Budget:

Complete the marketing budget below that lists each marketing piece, the location of the piece, approximate dates of placement, cost, planned distribution, etc. Highlight those marketing initiatives that are outside of the City of Delavan and those that are over 90 miles away.

Marketing Initiative Description	Locations Covered by the Initiative	Approximate Dates	Expected Cost	Grant Request

Additional information may be attached.

Overnight Stays:

Detail how your project / event will be reasonably likely to generate overnight stays in the City of Delavan in multiple lodging properties. Please explain your methodology for identifying multiple overnight stays generated by the project / event and surveying project / event attendees.

Amount of remaining grant funds previously awarded and approved as rollover:

Other Required Documents:

- Total Project / Event Budget
- IRS Determination of Non-Profit Status
- List of Board of Directors

I understand the restrictions placed on the expenditure of tourism grant funds governed by the City of Delavan Tourism Commission and certify that the requested funds will be used for the purposes described in this application or approved by the Commission. I understand that the use of funds is subject to review and a post event report is required. Grant recipients will be considered ineligible for future grants until a post event report is filed.

Signature

Printed Name

Title

Date