



City of Mosinee Tourism Commission

225 Main Street, Mosinee, Wisconsin 54455 715/693-2275 Fax: 715/693-1324
www.mosinee.wi.us

American Planning Association National Award Community

EVENT/PROJECT GRANT PROGRAM

INTRODUCTION

In March 2016, the City of Mosinee Common Council adopted Ordinance No. 2016-01 which formally established a Tourism Commission for the City. The City's Tourism Commission is responsible for the coordination of "tourism promotion and tourism development" within the City as defined by the Wisconsin State Statutes.

PURPOSE

The City of Mosinee Tourism Commission's Event/Project Grant Program is created to provide financial assistance to community organizations and groups with providing events and/or projects that encourage recreational, business or educational tourism travel to the City that will reasonably generate paid overnight stays.

ELIGIBILITY

- It is recommended that applications be submitted at least three (3) months prior to the 1st day of the event or at least forty-five (45) days prior to the 1st ad/announcement of the event that will be using grant funds for advertising.
- The event/project must be located within the City of Mosinee or within close proximity of the City to generate a verifiable positive economic impact to the City.
- The event/project must inspire recreational, business or educational tourism travel to the City that will reasonably generate paid overnight stays.

APPLICATION REVIEW PROCESS

- All Event/Project Grant requests are subject to review by the City of Mosinee Tourism Commission. Grant decisions will be determined on a case-by-case basis and are subject to fund availability during that calendar year's annual application period.
- Grants will be distributed to recipients in accordance with the grant agreement. Changes to an approved event/project must be reviewed and approved by the City Administrator. Additional approval of the City Tourism Commission may be deemed necessary for significant changes. Failure to obtain proper approval may result in a reduction of award amount or the forfeiture of the grant in its entirety.

- A complete/comprehensive outline of the project or event must be submitted along with a general budget plan and subsequent need/use for funding. Funding requests are typically given for the promotion of the event or project outside the local market that will generate an economic impact to Mosinee. Funding requests may also be considered to provide resources or services otherwise unobtainable or unaffordable to the applicant on the basis of not for profit or limited funding.

EVALUATION CRITERIA

The City of Mosinee Tourism Commission's decision to accept an application will be based on the available funds and the merits of the proposed event/project. The grant award amount is also at the discretion of the Tourism Commission.

The following criteria will be utilized during the application evaluation process:

- The anticipated extent that the event/project will encourage tourism travel to the City that will reasonably generate paid overnight stays.
- The project's pre-event promotion, events or a component of the event's ability to creatively encourage/enable/introduce its attendees to utilize the City of Mosinee's accommodations, attractions/shopping & dining.
- The level of investment being requested for the event/project.
- Collective participation of community groups and organizations, if applicable.

DEADLINES & INFORMATION

Applications may be submitted at any time.

Applications and/or further information can be obtained by contacting the Mosinee City Administrator at:

City Administrator's Office
City Hall
225 Main Street
Mosinee, WI 54455
Telephone: 715.693.2275
E-mail: cityadmn@mosinee.wi.us

{APPROVED BY THE CITY OF MOSINEE TOURISM COMMISSION ON JANUARY 23, 2017}



EVENT/PROJECT GRANT PROGRAM

APPLICATION

1. EVENT/PROJECT INFORMATION

Name of Project/Event: _____

Event/Project Website Address/Facebook Page: _____

Applicant: _____

Applicant Address: _____

Federal ID Number: _____

Tax Status of Organization (corporation/charity/governmental body, etc.): _____

Contact Name: _____

Contact Email Address: _____

Contact Phone Number: _____

2. Description of the Event/Project (attached additional sheets if necessary)

Event/Project date(s) {month, days, dates & year}: _____

Describe in detail the proposed event/project: _____

How will the event/project promote visitors to Mosinee? _____

How will you measure the effectiveness of this event/project with generating tourism to the City?

3. Event/Project Budget

Attach a copy of the proposed budget. If total funding is not awarded, please prioritize the financial needs. Include all resources required for labor and who will be responsible.

TOTAL GRANT AMOUNT REQUESTED: \$_____

Describe specifically and with detail how exactly the funds of the Tourism Commission will be used including itemized breakdown of amounts: _____

Will the applicant be obtaining any additional funds? (Yes or No) If yes, explain how, when and where these additional funds will be received: _____

Give a time table breakdown for the event (*including marketing, promotion, etc.*) including an indication of when applicant wishes to receive funding: _____

4. CERTIFICATION

I, the undersigned, certify that I have received and read the guidelines and procedures of the City of Mosinee Downtown Tourism Commission Event/Grant Program. I certify that all information provided herein is true and accurate to the best of my knowledge. I further certify that I have completed and provided the required attachments in accordance with this application.

Applicant Name (print or type) _____ Date _____

Applicant Signature _____