Eagle River Tourism Promotion and Development Grant Application

Date:_____

Name of Applicant Organization: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Not-For- Profit Federal Identification Number: _____

Name of Organization's Representative: _____

Title: _____

Primary Phone Number: _____

E-mail: _____

Is it okay for us to communicate with you via email: ___ Yes ___ No

Purpose of Organization: _____

Event/Project Title: _____

Grant Amount Requested: _____

Total Cost of the Event/Project: _____

Signature of Organization's Representative:

_____   _____
(Signature)   **(Date)**

Please Check the Type of Event/Project:

☐ One time/One-of-a-Kind Event/Project
  - So unique that the likelihood of this being repeated is minimal, but this project must still be able to bring a sufficient amount of tourism to the Eagle River Area.

☐ New/Recurring Event
  - A New Event that has not previously been held in the Eagle River Area. This is an event the applicant intends to repeat regularly.
    o "WOW" type events and projects located outside our normal area that could have a positive impact on the Eagle River area may be given considerations.

☐ 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 the events attendance.

☐ Capital Improvement/Building Project/Tourism Infrastructure
  - In addition to the base application, you will need to complete the Capital Improvement Projects Section.

Submit Answers for the Following:

1. Provide a detailed description of the Event/Project, including answers to the following questions.
   a. Title of the event/project
   b. Provide a description of the event/project
   c. What is the purpose of the event/project?
   d. What are the goals of the event/project?
   e. What makes this event/project special or important?
   f. What will the visitor experience at the event/project? How much time will the visitor spend at the event/project?
   g. Is the event/project unique to the Eagle River area or Wisconsin?
   h. How will this event/project enhance tourism, our ability to attract visitors and improve tourism in the Eagle River area?

2. Describe in detail how the event/project will be marketed to the visiting public, including answers to the following questions.
   a. Who is the target audience?
   b. How large do you anticipate your marketing budget to be? Describe in detail how you will market to the visiting public.
   c. What type of sales, advertising and promotions will you do?
   d. Who will provide you with the marketing expertise you need?
   e. What plans do you have for cross promotions?

3. Estimate how many people will be attracted to the Eagle River area for this event/project.

4. What impact will the event/project have on our tourism economy?
    a. How many overnight stays will it generate in the first year?
    b. How many overnight stays will it generate in years 2 and 3?
    c. What is the anticipated growth of this event/project? How did you calculate the anticipated growth of this event/project?
    d. Estimate and describe the economic impact this event/project will have on local businesses.
5. Are there other community organizations, groups, or tourism related businesses with which you will collaborate with for this event/project?

6. Proved a detailed budget for your event/project including anticipated revenue sources and expenditures other than grant funds?

7. How will you raise funds to complete your event/project?

8. How will funds obtained through the Eagle River Tourism Promotion and Development Grant be used for your event/project?

9. How will you recognize the support of the Eagle River Tourism Promotion and Development Grant?

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

Budget Outline:

Amount Requested from the Grant:
Description of what the grant money will be used for:
Event/Project Budget: list the source and the amount
        Anticipated Income: including donations (Monetary and/or In Kind)
        Anticipated Expenses:
            o Promotional
            o Operational
Total Revenue:
Total Expenses:
Net Income (Loss)

Capital Improvement Projects:
1. Give a detailed description of the project.
    a. What will it look like?
    b. When will it be open to the public?
    c. Is this a new project or an expansion of an existing project?
2. Has there been a feasibility and/or marketing study for this project? If so, please share what you learned. If not, what has been done to determine the likelihood of success for this project?

3. Describe in detail your operational/management plans for this project once this project is complete. Be sure to include information on the following:
   a. How will this project be staffed and how experienced will your staff be for this project?
   b. How will you insure adequate operational funding for the continuance of this project?
   c. How will you maintain this project into the future?
4. What is the useful life of this project?
5. Who will be the legal owner of the project site once developed? Describe the relationship between the owner and the applicant for this grant?
6. Will construction for this project require any additional construction of: public facilities (sewage, buildings, roads, etc.) and/or public utilities? Explain.
7. Is there municipal, county or state support for this project? If so, describe the kind of support this project will be receiving.
8. How is the progress of your fundraising efforts for this project going? How much have you raised and how much more do you need to raise? Describe your plan to raise the needed funds.
9. How do you envision your organization working with the Eagle River Area Chamber and Visitors Center once this project is completed – promotions, etc.?

Please provide any additional information you would like to share for consideration of your request.