



Richland Center Tourism Commission Guidelines for Tourism Event Sponsorship Grants

I. Purpose

The purpose of this grant program is to support tourism in Richland County. Grant applications will be measured, and awards approved based on one of three important criteria as set out by state law:

- A. Is this expenditure reasonably likely to generate paid overnight stays in multiple lodging properties, with different owners, collecting and remitting the room tax to Greater Richland Tourism?
- B. Is this expenditure on something that is significantly used by transient tourists?
- C. Is the expenditure on a: Marketing project, Transient tourist informational service, or a Tangible municipal development?

II. Funding

Grant funds are made available through the assessment of a room tax on overnight stays at lodging facilities in Richland Center and participating townships.

Applicants will be eligible to be reimbursed for up to \$5000.00 for an event. These are matching funds.

Applicants must show evidence of ability to provide 50% of proposed project expenses through in-kind or cash contributions.

III. Eligible Applicants

To be eligible for funding, events must be held within the Greater Richland Area and/or in a municipality that has contracted with Greater Richland Tourism to provide marketing services. Established for-profit or non-profit organizations/businesses or a group of supporting individuals may apply.

Applicants that discriminate by gender, religion, race, sexual orientation, or creed will not be funded.

IV. Application Procedures

Tourism Event Sponsorship Grant applications are due on the 1st of each month, prior to the event, to be considered at the next monthly meeting.

To apply for project funds, organizations/businesses must submit the following documents by the deadline indicated.

1. Tourism Event Sponsorship Grant Project Cover Page
2. Tourism Event Sponsorship Grant Application Narrative

Applications will be accepted on an ongoing basis until all grant funds have been allocated. Applications will be reviewed until all grant funds are awarded. Interested applicants applying for funding may contact the City of Richland Center/Greater Richland Tourism for information about available grant balances. The City of Richland Center/Greater Richland Tourism shall supply interested entities and the public with application guidelines upon request. Technical assistance in completing the application is available by contacting Marty Richards at marty.richards@richlandcenterwi.gov or (608) 647-3466.

V. Review of Applications:



The Richland Center Tourism Commission of the City of Richland Center will serve to oversee the administration of this program and will review all applications within sixty (60) days from the application submission date. Grant applicants will be notified as to their proposal status.

VI. Committee Recognition

The grantee must acknowledge the granting agency as a sponsor of the event on all printed materials, promotional items and advertisements promoting the event. Recommended language on promotional materials: “Paid for, in part, by Greater Richland Tourism”.

VII. Eligible Event Activities

Activities eligible for funding may include the following costs associated with attracting, hosting, and implementing community, commerce, or tourism-based events or activities:

- 1. Advertising, marketing, and promotional items directed toward increasing overnight motel stays. Advertising reimbursement must be from ads in locations farther than 60 miles from Richland Center.**
2. Building or equipment rental necessary to host the event
3. Improvements to transient tourist experiences that support the activities in section I.
4. Photography, postage, and printing related to the event promotion

IX. Matching Funds

The grantee shall provide matching cash or in-kind contributions to support at least 50% of the total event cost. Matching funds must be:

1. Identified in the application budget
2. Not less than an amount equal to the grant award
3. Irrevocably obligated to the event applied for

Unallowable matches include event costs not included in the budget of the grant contract, normal operational expenses, wages and salaries of staff, or travel expenses of event organizers.

X. Grant Award Disbursement and Reporting

Grants will be distributed upon receipt of paid invoices and a final report providing full disclosure of project expenditures, project outcomes, and documentation tracking attendees’ home cities and the number of days stayed in Richland Center. If invoice is for printed advertising, a copy of the ad must be attached to each invoice.

Reimbursements requests must be turned in to the City Clerk by November 30, of each year to be eligible.

XI. Additional Advertising:

Every applicant must email a copy of their digital or print ad, or provide updates regarding their event or activity to marty.richards@richlandcenterwi.gov so it can be placed on the www.greaterichlandtourism.com web site and placed in with the Tourism’s advertising.



Tourism Event Sponsorship Grant Program Application

Project Title: **Annual and Recurring Clean-up of the Pine River**

Full Legal Name of Applicant/Organization: **Friends of the Pine 501c3/Southwest Partners**

Applicant's Address: **1313 W Seminary St, Ste 100, Richland Center, WI 53581**

Name of Primary Contact: **Dale Bender/Mark McCauley**

Telephone: **(608) 604-4947**

Email: **dale.bender63@gmail.com**

Website: **richlandcenterwi.gov/tourism/page/city-county-parks**

Location of Project: **15 Miles of the Pine River from Rockbridge County Park to Wedgewood Park in Richland Center.**

Event Date(s): **May 2024 thru September 2024**

Description of event or activity and how it relates to tourism:

Kayaking the Pine River has become one of the top 5 activities our guests and visitors enjoy in the Richland County area. During flooding and high-water events the Pine River becomes congested with downed trees, shrubs, and other debris. It is required each year to clean a safe channel of the Pine River for visiting kayakers and canoers to provide a safe and enjoyable experience.

Projection of the project's ability to generate overnight stays:

The potential for overnight stays is almost unlimited with over 13 million residents living within a 300-mile radius of the Greater Richland Area. Kayaking has become an extremely popular activity for outdoor enthusiasts and with our rock formations and serene experience the Pine River has become an attraction that draws visitors to our area. The Pine River is also a focal point of Greater Richland Tourism's marketing campaign for the spring, summer, and early fall seasons.

Target Audience: **All residents living within a 300 mile radius of Richland Center.**



Total Event Budget:	\$5,500	Amount for Advertising:	\$0
In-Kind Value:	\$3,500	Grant Request:	\$2,000

To be completed by the Richland Center Tourism Commission:

Award _____ NO Explanation:

_____ YES Amount of Award:

Tourism Meeting Agenda Date:

Date of Approval:

Signature of Commission Chair

Application Narrative Richland Center Tourism Commission Tourism Event Sponsorship Grant Program Application

Please answer the following questions.

1. What is the name and location of the event?
2. Describe the event in as much detail as possible. Include a proposed timeline that you will follow to plan and run your event. (We recommend that your timeline begin at least six months prior to the start date of your event and end no sooner than two months after the end date of your event.)
3. Provide a brief history of your organization or business. Include how long your organization or business has been in existence. List any partner businesses or organizations that will help you to coordinate or run this event. _____



4. Describe how you will market the event to participants from outside 60 miles and describe any media coverage (if applicable) you anticipate the event will receive. _____

**After the Event - Grant Reporting Richland County Tourism Commission
Tourism Event Sponsorship Grant Program** *(Please complete and return to City Clerk's Office within 30 days after the event.)*

Event Name:

Contact Name:

Phone:

Email:

Event Date:

1. Provide a final budget showing all actual expenses, and income showing any in-kind and donations as well. (Copies of invoices and payments must be submitted.)



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2. Provide a listing of all places where printed ads were placed indicating/showing the size of the ad and cost as well as a copy of each ad.

3. Provide a copy of all flyers/posters.

4. Document attendees' home cities and the number of nights they stayed in Richland Center.

5. Approximate attendance at your event. _____

6. Inform the committee if you will do another event next year. Why, or why not?
