



**TWO
RIVERS**
WISCONSIN

EXPLORE TWO RIVERS OPPORTUNITY GRANT INTRO & FAQ

PROGRAM OVERVIEW

The Explore Two Rivers Opportunity Grant program acknowledges the pivotal role of Two Rivers' arts, cultural, nature, and heritage venues in driving tourism and fostering a thriving community. Annually, these diverse attractions contribute significantly to the generation of Room Tax revenue, thereby amplifying their economic impact. **A portion of these Room Tax funds are allocated to provide Opportunity Grants, which range from \$500 to \$5,000 and are distributed quarterly.**

The Explore Two Rivers Tourism Grant program supports tourism-related initiatives within and around the city by providing financial assistance for projects, marketing efforts, and events. This competitive grant program has been established to provide direct operating and marketing assistance grants to organizations that host and operate existing or new tourism events.

FREQUENTLY ASKED QUESTIONS

- 1. Can I apply for funding for events outside of Two Rivers?** You may apply for funding for events that take place outside of the city limits of Two Rivers. However, funding in this case must have a direct correlation that leads to overnight stays in the City of Two Rivers
- 2. Can an organization apply for more than one grant?** You may apply for more than one grant in a calendar year. Please note that an event will not be eligible for funding if the event has received funding for two consecutive years.
- 3. Why is a 990 and EIN# required?** Because Opportunity Grants are funded through room tax revenue, the Explore Board of Directors is taking every precaution to ensure that organizations and events are in good standing with the IRS and have demonstrated good fiduciary responsibility.
- 4. May I contact the Tourism Department if I have questions about the grant application?** We highly encourage any organization looking to pursue an Opportunity Grant to contact the Tourism Department if you have questions. We are here to support your efforts and will assist you with the grant process.
- 5. Can I apply for funding if the event takes place in the next calendar year?** You may apply for funding to support an event or program that takes place in the next calendar year. If your grant application is approved, you will receive the requested funds in the application year.
- 6. Is this grant limited to non-profit organizations?** Opportunity Grants are available to non-profit and for-profit organizations.
- 7. Where do I find out more information about applying for an Opportunity Grant?** You can visit exploretworivers.com and click on the Opportunity Grant tab for more information.
- 8. How much can I apply for?** Grant funding ranges from \$500 to \$5,000.

If you have questions, please contact Tourism Director Joe Metzen at tourism@two-rivers.org

PLEASE FIND AN EXAMPLE OF AN OPPORTUNITY GRANT FUNDED EVENT ON PAGE 2

KEY ELEMENTS TO THIS SUCCESSFUL PROPOSAL

1. Established organization with a well-planned out event.
2. Measurable attendance.
3. The itinerary for the event leads to overnight stays and other economic impact in Two Rivers.
4. Clear description, budget, and action plan.
5. May lead to other similar events in future years or spin off benefits such as attendees visiting Two Rivers on their own in the future.

A BIRDING CONVENTION COMING TO TWO RIVERS, WI MAY 16-19, 2024

- Membership not required
- Totally awesome guided bird hikes
- Learn about birds and birding through informative sessions and field trips
- Beautiful kayaking on the East & West Twin Rivers on your own time

For more information on the WSO Convention: wsobirds.org/what-we-do/annual-convention

For more information on Woodland Dunes: woodlanddunes.org

Sponsored by

WOODLAND DUNES
NATURE CENTER & PRESERVE

and

GREAT BIRDING on a GREAT LAKE

Wisconsin Society for Ornithology
July 2024



exploretworivers.com



Visit and Like the new Explore Two Rivers Facebook page for updates, promotions, and community events.