



Tourism Development Grant APPLICATION FORM WOW Exhibit or Event

The Fox Cities Convention & Visitors Bureau accepts grant applications for costs related to development of Fox Cities visitor attractions and amenities.

Tourism Development grants may not be used for operating expenses, annual fund drives, endowment funds, reimbursement of previously incurred expenses, research, travel or expenses typically considered to be overhead.

Grant deadlines:

February 28, April 30, June 30, October 30 and December 30

Submit Grant Application to:
Pam Seidl, Executive Director
Via email: pseidl@foxcities.org
Fox Cities Convention & Visitors Bureau
213 S Nicolet Rd., Appleton, WI 54914
(920) 734-3358
www.foxcities.org

Applicant Information

Date of application:

Name of applicant organization:

Amount of Tourism Development Grant requested:

Business/organization type (check all that apply):

☐ Corporation: ☐ Partnership: ☐ Sole Proprietorship: ☐ Non-Profit:

Person in Charge of Project:

Address:

City:

State:

Zip Code:

Daytime phone:

Email address:

Organization Information

Organization's legal name:

CEO:

Address:

City:

State:

Zip Code:

Daytime phone:

Email address:

Number of Employees:

Employer's Identification Number:

State:

Federal:

Purpose of Organization:

Project Description

Give a detailed description of the exhibit or event, including:

- What will it look like? (Feel free to provide photos.)
- To whom will it appeal?
- What will a visitor experience when there? How long will a visitor spend there?
- When will it be open?
- What makes it special?
- Will the exhibit be unique in Wisconsin?
- Is there a website where exhibit elements can be seen?

Operational Plan

Describe in detail your operational plans for the exhibit. Be sure to include information on the following:

- How will it be staffed? Does it require additional staff? Will your staff require special training to manage the exhibit?
- Does the exhibit require insurance beyond what the organization normally carries?
- Will you make special arrangements for attendee parking?
- How will you insure adequate operational funding? Funding during the start-up period?
- What will you charge for admission?

Marketing Plan

Describe in detail how the exhibit/event will be marketed to the visiting public. Your answer should serve as a marketing plan, including answers to the following questions:

- Who is your target audience?
- Where will you advertise? What media will you use to market this exhibit? Be as specific as possible. If you have developed an advertising schedule, include it as an attachment.
- What is the advertising message?
- What marketing strategies will you employ beyond the purchase of advertisements?
- What is your PR plan?
- What is the marketing budget for this exhibit/event and how will it be allocated?
- Who will do the marketing work you've described?
- What kind of media attention do you expect this exhibit/event to attract in the Fox Cities?

Tourism Impact

What impact will the project have on the tourism economy? Be sure to state the number of overnight stays in Fox Cities as well as the number of non-Fox Cities day-trippers anticipated. How did you arrive at those numbers?

EXHIBITS ONLY

Where else has the exhibit been shown? Where else is it scheduled to appear? Has it been or will it will be in Wisconsin? *Please provide a history for at least three (3) previous locations:*

Location #1:

Dates:

Total attendance:

Distance from which attendees came:

Other information:

Location #2:

Dates:

Total attendance:

Distance from which attendees came:

Other information:

Location #3:

Dates:

Total attendance:

Distance from which attendees came:

Other information:

Collaboration

Are there plans to collaborate with other attractions or community organizations on secondary activities related to the exhibit/event? If so, describe those plans.

Funding

How much money have you already raised for this exhibit/event? How much is left to raise?
Provide a plan for raising those funds and complete

Other

What else should we know to help us decide whether to give your organization a “WOW!”
Exhibits/Event Grant?

Budget

REVENUE

Tourism Development Fund request	.
Other Contributions collected	.
Sponsorships secured	.
Contributions or sponsorships remaining to be secured	.
Other (specify)	<u>.</u>

TOTAL REVENUE \$

EXPENDITURES

Exhibit/Facility Rental	.
Exhibit shipping	.
Facility modifications if necessary to host exhibit	.
Insurance	.
Security	.
Short-term staff	.
Marketing	.
Other	.

TOTAL EXPENDITURES \$

IN-KIND CONTRIBUTIONS

Staff	.
Other	.

TOTAL IN-KIND CONTRIBUTIONS \$

Budget notes:

14. REQUIRED ENCLOSURES:

Please one (1) copy of each of the following.

- Most recent annual report
- Most recent audit
- Bylaws
- List of board members
- A copy of any market or feasibility study that has been done for this exhibit/event
- Photos and/or video of the exhibit/event

Signature

Name

Title

Date