



EAU CLAIRE AREA CONVENTION AND VISITORS BUREAU TOURISM GRANT APPLICATION FORM

Application must be received no less than 90 days prior to the first day of the event.

The many festivals, conventions, and sporting events hosted in the Eau Claire Area are an important aspect of the region's tourism industry. The Eau Claire Area Convention & Visitor Bureau's grant program is designed to assist event planners by providing funds for marketing, advertising, printing, and postage in the following categories:

- Meetings Mean Business: Conventions, meetings, retreats, etc.
- Sporting Events: Tournaments, competitions, etc.
- Special Projects: Other events that generate overnight stays

The grant exists to encourage tourism in the City of Eau Claire or to fund area events that will have a significant impact on businesses located in the City of Eau Claire, specifically generating overnight stays and/or extending visitor stays at hotel properties in Eau Claire.

Preference will be given to; 1) new or expanding festivals, conventions/meetings, sporting and other events by providing "seed" money to assist with start-up costs and, 2) existing events showing an expanded focus for event/tourism growth. All events must create a positive image of Eau Claire and the Chippewa Valley.

The grant program is appropriated by the City of Eau Claire, and administered to qualifying organizations by the Eau Claire Area Convention & Visitors Bureau based on review by the Tourism Grant Committee. Applicants must provide all of the information requested and be in compliance with all criteria. Incomplete applications will be returned.

Applicant Organization

Street Address

City

State

Zip Code

Contact Person

Phone Number

E-mail

Purpose of Organization

Name of Event

Type of Project Festival
 Sporting Tournament
 Convention
 Other

Location of Event

Date(s) of Event

Date of Application

Grant Amount Requested

TOURISM GRANT FUND ELIGIBILITY CHECKLIST
*****Please complete this section before proceeding*****

1. Application is submitted by a non profit or volunteer organization.
2. This event will show a favorable impression of Eau Claire and the Chippewa Valley.
3. This event will be promoted to out of town visitors.
4. This EVENT has received previous Eau Claire Convention & Visitors Bureau Tourism Grant(s).

Number	Amount
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5. This ORGANIZATION has received previous Eau Claire Convention & Visitors Bureau Tourism Grant(s).

Number	Amount
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6. Profit and Loss Statement of previous event included.

7. Notes

HISTORICAL DATA

How many years has this event
been held?

Attendance at last event (Divide
into spectators and participants,
if appropriate)

What percentage of attendance
was visitor draw? (50+ mile
radius)

Estimated Room Nights of Last
Event

Comments

**Briefly describe the purpose
of your organization; what
your organization provides to
the community; the group of
people you are targeting to
bring into our community with
this event.**

(350 words or less)

**Describe your event. Be sure
to include who, what, where,
when, and how activities will
take place.**

(500 words or less)

**Explain how your event
benefits the community and
your organization. Specify
whether your event is a first
time event, annual event or
on-going program.**

(500 words or less)

What geographic areas are you bringing event participants from; indicate geographic areas you are marketing for visitor attraction to your event.

(500 words or less)

What are the specific goals of this project?

(500 words or less)

Explain how your grant request would be used to promote tourism in Eau Claire. Note the resulting impact on your event if the requested funding is denied.

(500 words or less)

If this is a new event, what is the estimated hotel room nights this event will generate based on similar examples?

(500 words or less)

Please complete the additional budget form. Budgets not provided on this form will not be considered. Budget reflected should be for the event only.

**Authorized Electronic
Signature**

Date

Print a copy of this application for your records.

Please review and adhere to the criteria for funding grant requests as found in the Special Events Grant Brochure. Follow the guidelines for funding and also carefully note the ineligible organizations and programs that will not be funded.

Funding scores are greatly enhanced when the criteria are met and the application format is followed. If you have any questions please call the Eau Claire Area Convention and Visitors Bureau 715-831-2345.

**Eau Claire Area Convention & Visitors Bureau
4319 Jeffers Road, Suite 201
Eau Claire, WI 54703
715-831-2345 • 888-523-3866**