



VISIT BELOIT
JOINT EFFORT IN TOURISM
GRANT PROGRAM APPLICATION

(Adopted July 25, 2018)

FORM A - APPLICATION INFORMATION

Name of Organization: _____

Contact: _____

Mailing Address: _____

Email Address: _____

Telephone: _____

Tax ID Number: _____

Organization (If other, please indicate):

_____ Non-profit, incorporated (*If checked, this application must include IRS certification letter and Wisconsin sales tax exemption form, if not in our files.*)

_____ Other (please describe):

GRANT AMOUNT REQUESTED (\$5,000 Max): _____

GRANT MATCH AMOUNT REQUESTED (\$5,000 Max): _____

FORM B - EVENT/EXPERIENCE INFORMATION

Event/Experience Title: _____

Event/Experience Date(s): _____

Event/Experience Time(s): _____

Event Location(s): _____

Brief description of event/experience *(Use additional sheet if necessary)*:

Is this a new or repeat event/experience? New: _____ Repeat: _____

 If repeat, how many years has it been in existence? _____

 If new, do you foresee it becoming a re-occurring event? _____

Has lodging been secured? Yes _____ No _____

If yes, please provide the following information:

Lodging Provider	Contact	Room Rate/Offer for Visitors

With what tourism related businesses or organization(s) will you coordinate and conduct the cooperative marketing efforts that will be supported by the grant award? List partners and briefly describe these collaborative efforts. *(Use additional sheet if necessary)*

FORM C – EVENT/EXPERIENCE BUDGET

Please provide a **detailed budget** including revenue sources for the event/experience.

FORM D - GRANT REQUEST

Amount Requested: _____

Have you received a grant from Visit Beloit in the past? ___ Yes ___ No

If yes, please complete the following:

Year	Event	Amount

Will this event require regular grant funding for it to exist in the future? Yes _____ No _____

Does your organization’s program/event proposed for grant funding fulfill a special need within the tourism industry and/or enhance the overall local tourism product by increasing the number and quality of tourist activities? If so, in what way? How will this event benefit tourism in the Greater Beloit area?
(Use additional sheet if necessary)

Please provide a summary on the marketing/promotion plan for the event/experience, specifically those efforts to bring visitors from outside the immediate area. *(Use additional sheet if necessary)*

How will you measure the success of your event/experience? *(Use additional sheet if necessary)*

CERTIFICATION AND COMPLIANCE STATEMENT

APPLICANT:

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the guidelines of the Visit Beloit Joint Effort in Tourism Grant Program and will abide by all legal, financial, and reporting requirements as a condition of receiving grant funds from Visit Beloit. Signatures must be **original**.

Name: _____

Organization: _____

Signature: _____ Date: _____

Please return the original application to:

Visit Beloit
Attention: Grant Program
656 Pleasant St.
Beloit, WI 53511

Did you include?

- Complete event/experience details
- Lodging provider within Beloit and/or South Beloit
- Detailed program budget provided
- Marketing/Promotion plan provided
- Signed Certification and Compliance Statement