



Tourism Development Grant

Capital Projects Application

The Beloit Convention and Visitors Bureau Charitable Foundation will accept grant applications up to \$15,000 for costs related to the development of attractions, amenities, and interactive experiences, as well as high impact traveling exhibitions and certain types of signage in the greater Beloit region. All projects must be likely to generate overnight hotel stays or enhance the visitor experience. Grants for any of the following purposes are not eligible: non-high-profile festivals and events, feasibility studies, operating expenses, annual fund drives, endowment funds, reimbursement for previously incurred expenses, marketing, research, travel, and expenses typically considered to be overhead. Grant submission deadlines are March 15 and September 13. Grant awards will occur by the end of March and September.

Date of application *

Month Day Year

Applicant's employer identification number *

Organization type *

Applicant's legal organization name *

Capital Projects grant amount requested *

Applicant's contact name *

First Name Last Name

Applicant's title *

Applicant's mailing address *

Street Address

Street Address Line 2

City

State

Zip Code

Applicant's phone *

Please enter a valid phone number.

Applicant's email address *

example@example.com

Number of employees in the organization *

Organization's purpose and mission *

Project name *

Project start date *

Month Day Year

Project completion date *

Month Day Year

Capital Projects total project cost *

Describe the project by answering all of these questions: What will it look like and when will it open?, Is it new to the greater Beloit region or an expansion of an existing project?, What makes it special and unique to Wisconsin?, What will a visitor experience when there and how long will a visitor spend there? *

Has there been a feasibility and/or market study completed for this project? *

Yes

No

If yes, state the highlights from what you learned in the study and who completed the study. If no, what has been done to determine whether this project will be successful? *

Who is the legal owner of the site where the project will be located? If not the applicant, describe the relationship between the owner and the applicant. *

What is the useful life of this capital project in years? *

Is there municipal, county, state, or federal support for this project? If so, please describe the levels of support being received. *

Describe the project by answering all of these questions: What impact will the project have on the tourism economy? Will this project enhance the visitor experience and/or attract visitors from outside of 50 miles? *

Describe the project's tourism impact by addressing all of these questions: Is the project interactive? What type of experience does it provide for the visitor? Is it open to the public? Is it open year-round? Will it be available on the weekends and in the evening? Will it serve a substantial number of overnight visitors? Will it generate hotel room nights, and if so, how many? Will it contribute to our ability to attract leisure travelers, conventions, or sporting events? *

How do you foresee your organization working with Visit Beloit once the project is complete? What other attractions and/or community organizations will you collaborate with? *

Describe the project's operational plan including answers to all of these questions: How will the project be staffed? How experienced is your staff? How will you ensure adequate operational funding? Who is your target audience? What do you anticipate your marketing budget to be and what kind of sales and advertising will you do? Who will provide the marketing expertise you need? What plans do you have for cross promotion with other tourism-related businesses? *

What else should we know to help us decide whether to award a grant to this project?

How much money do you have left to raise for this project? If any, provide the plan for securing the money. *

Capital Project budget

The total funds should equal or exceed the total expenses.

Source of Capital Project funds

(Fill in dollar amounts below)

Tourism Development Grant request

Other contributions received

Other contributions pledged

Loan

Other

Use of Capital Project funds

(Fill in dollar amounts below)

Land purchase

Land improvements

Construction costs

Fees

Installation

Supplies/Materials

Other

Additional documents that will need to be submitted with the application include the applicant's bylaws, list of board members, most recent financial statements, any studies completed related to the capital project, and anything that will aid in visualizing the project. These documents can be e-mailed to Pam Garland-Gjestson at pam@visitbeloit.com.