



# Tourism Development Grant

Special Programs - Temporary Exhibits or Events 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 \***

**Special Program grant amount requested \***

**Applicant's contact name \***

First Name   Last Name

**Applicant's title \***

**Applicant's 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 \***

**Program name \***

**Program start date \***

Month Day Year

**Program completion date \***

Month Day Year

**Special Program total cost \***

**Describe the program by answering all of these questions: What will it look like and when will it be accessible?, Is it new to the greater Beloit region?, What makes it special and unique to Wisconsin?, What will a visitor experience when there and how long will a visitor spend there? \***

**Describe the program 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? \***

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

**Describe the program's tourism impact by addressing all of these questions: Is the program interactive? What type of experience does it provide for the visitor? Is it open to the public? Is it operational for more than three months? Will it be available on the weekends and in the evening?**

**Will it serve a substantial number of overnight visitors? If not, how many day trippers will it generate? 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? \***

**What else should we know to help us decide whether to award a grant to this program? \***

**Describe the program's operational plan including answers to all of these questions: How will the program be staffed? How experienced is your staff and will it require special training to operate? How will you ensure adequate operational funding? Does the program require insurance beyond what you normally carry? 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? Will you make arrangements for special parking? What will you charge for admission? \***

**Describe how the program will be marketed to the visiting public including answers to all of these questions: Who is your target audience? Where will you advertise? What media will you use to market this exhibit? What is the advertising message? What marketing strategies will you employ beyond the ad spend? What is your public relations plan? What is the marketing budget for this program and how will it be allocated? Who will do the marketing work you've described? What kind of media attention do you expect this program to attract to the greater Beloit region? \***

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

the money. \*

## Special Program budget

The total funds should equal or exceed the total expenses.

## Exhibits only need to answer questions in this section.

If this exhibit is completely new and has no previous locations/installations, write N/A in each section.

**Location**

**Dates**

**Total attendance**

**From how far away did attendees come for the exhibit?**

**Other relevant information**

**Source of Special Program funds**

(Fill in dollar amounts below)

**Tourism Development Grant request**

Other contributions received

Other contributions pledged

Sponsorships secured

Sponsorships pledged

Other

### **Use of Special Program funds**

(Fill in dollar amounts below)

Exhibit/facility rental

Exhibit shipping

Facility modifications to host

Insurance

Security

Short-term staff

Marketing

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, and anything that will aid in visualizing the program. These documents can be e-mailed to Pam Garland-Gjestson at [pam@visitbeloit.com](mailto:pam@visitbeloit.com).**

### **In-kind contributions**

(Fill in dollar amounts below)

Staff

Other