



Tourism Development Grant

Special Programs - Wayfinding and/or Trail Signage

The Beloit Convention and Visitors Bureau Charitable Foundation will accept grant applications up to \$10,000 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 applications are reviewed in March, July, and September.

Date of application *

Month Day Year

Applicant's employer identification number

Not applicable to municipalities

Municipality's population *

Municipality or municipalities or applicant organization *

Organization's type *

Municipality(ies)

Non-Profit

Other

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

Which of the following off-street sign types do you intend to purchase and install?

Bike/Ped Directional

Vehicular Trailhead

Map Kiosk

Turn

Confirmation

Mile Marker

Point of Interest

Other

Which of the following on-street sign types do you intend to purchase and install?

- Directional
- Confirmation
- Street Sign Blade
- Other

Special Program total cost *

Describe the program by answering all of these questions: What kind of wayfinding signage do you currently have? Have you secured community support for bicycle and pedestrian wayfinding signage consistent with Manual of Uniform Traffic Control Devices (MUTCD) Section 2D.50 Community Wayfinding Signs (Click below to go to this manual section)? *

Please describe any challenges you anticipate with this project. *

<https://mutcd.fhwa.dot.gov/htm/2009/part2/part2d.htm#figure2D18>

How will the signs purchased with this grant be maintained once installed? *

Who will be in charge of managing the signage project and what are their qualifications?

Bike/Ped Directional signage projects ONLY: Are the bicycle and pedestrian facilities for this wayfinding signage proposal maintained and open to the public year-round? If not, during what months are they open?

Bike/Ped Directional signage projects ONLY: Do the facilities included in your proposal help to connect neighboring communities and/or regional trails? If so, explain how.

What is the intended timeframe for installing signs? *

Special Program budget

The total funds should equal or exceed the total expenses.

Bike/Ped Directional signage projects ONLY: Describe how the bicycle and pedestrian facilities for this wayfinding signage proposal attract, support, or enhance the visitor experience. Describe how the signage to tourism-related businesses enhance the visitor experience, attract leisure, business, and group travelers, mark access to bodies of water, and/or serve overnight visitors.

Use of Special Program funds

(Fill in dollar amounts below)

Sign construction

Sign posts and hardware

Sign installation

Other

Describe the status of your cash and in-kind match funds (approved, requested, or applied for?) *

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

Source of Special Program funds

(Fill in dollar amounts below)

Tourism Development Grant request

Cash match

In-kind match

Other

Additional documents that will need to be submitted with the application include a list of signs to be installed, minutes from the municipality indicating approval of this wayfinding program project, letter from municipal official indicating support, and anything that will aid in visualizing the application request. These documents can be e-mailed to Celestino Ruffini at celestino@visitbeloit.com.