

City of Stevens Point Tourism Commission

Grant Program

The City of Stevens Point through its Tourism Commission allocates a percentage of its room tax revenue for the development or expansion of visitor attractions and amenities through a grant fund.

General Guidelines

The City of Stevens Point Tourism Commission accepts grant applications for costs related to the development/expansion of attractions and amenities or substantial expansion of existing exhibits/events within the City of Stevens Point. As a Committee, our commitment will be to serve the City of Stevens Point along with serving the residents.

Eight (8) copies of the complete application (including support materials) must be submitted to: Long Range Room Tax Committee, 2442 Sims Avenue, Stevens Point, WI 54481. *All submitted documents must be on paper no larger than 8½" X 11".*

The **deadline for funding requests is Nov. 29, 2019**. Actual funding will be awarded after the projects/programs have been rated, ranked and selected by the Committee. Funding of selected projects/programs will be as per outlined by the Committee and as funds become available.

Funding Guidelines

Projects that are funded under this program include the items below. A full list of applicable project definitions can be found at the bottom of this page.

Capital Projects

- New capital construction projects
- Upgrades, enhancements, expansions to existing facilities
- Permanent exhibit installations

Special Projects

- First time exhibition or event
- Substantial expansion of an existing exhibition or event

The Commission will operate without discrimination as to age, race, religion, gender, national origin or sexual orientation in the consideration of funding request and will award funding only to organizations which do not discriminate as to age, race, religion, gender, national origin or sexual orientation.

Criteria

When considering an application for a Stevens Point Area tourism Development Grant, the Grants Committee ranks applications on the following criteria:

Tourism Impact Criteria

- Is the project interactive? Is it unique?
- Is this a new visitor attraction, or is it a substantial expansion of an existing attraction?
- Is it open to the public?
- Is it open year-round or at least 180 days a year?
- Will it serve a substantial number of overnight visitors? Will it generate hotel room nights? How many?

- Will it provide a positive economic impact on the community?
- Will it contribute to our ability to attract visitors and improve overall tourism assets in the Stevens Point area?
- Will this project be covered by media?
- Is it located within the City of Stevens Point?
- Does the organization have not-for-profit status?
- Is this a “bricks and mortar” project?
- The project is the result of a planning process that has had public involvement? Do others in the community understand and support the project?
- Have the other funds necessary to the project already been raised, or are there well-developed plans for raising them?
- Is there a solid plan to fund the project, ongoing operating costs and maintenance?
- Is there a solid plan to fund the project, ongoing operating costs and maintenance?
- Are there established marketing plans?
- Is there an established management/staffing structure for the project?

Eligibility

To be eligible, applicants must be a not-for-profit. Projects/events/etc. must also be located within the city of Stevens Point. Privately owned for-profit businesses are not eligible.

The fund is designed to give grants for the development of visitor attractions and amenities. The grants will NOT SUPPORT any of the following purposes:

- Annual festivals and events
- Feasibility studies
- Operating expenses
- Annual fund drive
- Endowment funds
- Reimbursement for previously incurred expenses
- Marketing or research
- Travel
- Expenses typically considered to be overhead
- Equipment replacement
- Grant funds may not be spent on local marketing or for operational costs that would be incurred even without the project.

Payment of Grant Funds

- Grantee will receive one-half (50%) of the approved amount 30 to 60 days prior to the event, with the remaining one-half (50%) to be received upon receipt and review of the final income/expense report by the Commission.
- Grantee will supply the Commission with a final income/expense report showing the actual final amounts received and expended during the event, within thirty days after the event. The Commission may require documentation of actual invoices. The Commission may withhold funds to the Grantee if the report(s) or invoices show that the expenditures or Project activities have deviated from the terms as agreed to herein and within the Grantee’s application for grant funds.
- If for any reason other than inclement weather the Project is canceled, it will be the Grantee’s responsibility to notify the Commission in writing. The Commission may require the **GRANT** to be paid back in part or in full, depending on the circumstances regarding the cancellation.

- Grantee represents that the title "**Stevens Point Tourism Commission**" will appear/be listed as a sponsor on any advertising done for the Project.

Grant application will be considered on its own merits and it is within the Tourism Commission's authority to approve or deny any grant for any reason.

2020 ROOM TAX FUNDING PROPOSAL

Proposal Name _____

Contact Person _____ Telephone # _____

Address _____

Email Address _____

Requested on Behalf of What Group _____

Name/Title of Project/Event _____

Please list Board members: _____

Tax Exempt Organization No _____ Yes _____ Exempt # _____

1. Purpose or mission of the organization/group/agency.

2. Please describe and explain to what degree is the public interested in this project/program?
Please supply evidence.

3. Explain how the proposed project/program will impact our community's ability to attract visitors/tourists. Also, please estimate the number of room nights that will be generated.

4. Describe how the quality of life in our community will be enhanced by the completion of this project/program.

5. Estimate how many people and/or what market segments will be served by this project/program.

6. Will the proposed project/program generate revenue? Yes_____ No_____
If the revenue is to be generated, estimate the amount and explain who you see as the recipient of this revenue.

BUDGET INFORMATION

Project Name _____

Contact Person _____ Telephone # _____

Address _____

Email Address _____

Capital Expenditures Necessary _____

Breakdown

Services and Supplies _____

Breakdown

Personnel for Project Development _____

Breakdown

Total Expenditures Necessary for Project/Program _____

Other Revenue (matching funds, grants, private fundraisers,
or other sources) _____

AMOUNT REQUESTED _____

Would this project/program be developed incrementally? If the project would have incremental needs, please breakdown your request by year.

Need all support at once

Need incremental support

2020 _____

2021 _____

2022 _____

2023 _____

2024 _____

Please include other information, renderings or materials you believe will help the evaluating committee better understand your request.

**PLEASE RETURN EIGHT COPIES OF YOUR COMPLETED REQUEST ALONG WITH ATTACHMENTS
TO THE STEVENS POINT PARKS AND RECREATION DEPARTMENT, 2442 SIMS AVE., STEVENS
POINT, WI 54481
BEFORE NOVEMBER 29, 2019**

THANK YOU FOR YOUR INTEREST IN THE STEVENS POINT AREA AND ITS PEOPLE