



Tourism Development Grant Fund Kayak Rental Station Grant Program Overview & Criteria

Project Introduction

The Fox Cities Destination Master Plan has identified a number of initiatives to help us improve our tourism infrastructure and the overall visitor experience in the Fox Cities. Several key themes included enhancing outdoor recreation opportunities and focusing on our waterways.

In response to these recommendations, the CVB identified several initiatives in which we would like to invest, including kayak rental stations along the Fox River through our service area.

The CVB is offering a grant program to help Fox Cities municipalities acquire the necessary equipment to offer kayak rental stations.

Eligible Applicants

Municipal governments and non-profit organizations located in municipalities affiliated with the CVB. An "affiliated" municipality is one that has passed a room tax ordinance supporting the CVB with room tax of at least 2.85%. For-profit, privately owned businesses are not eligible.

Program Guidelines

1. Grants are for the acquisition and installation of kayak equipment and storage facilities.
2. Grants will be 50% of capital costs for kayak equipment and storage facilities.
3. Grantees are responsible for any site preparation (clearing trees, concrete or gravel pads, etc.).
4. Grantees are responsible for operation of the facility or selecting a third-party vendor to oversee operations.
5. Grantees are responsible for the on-going operations and maintenance of the equipment and facilities.

Funds Available

1. Grants may not exceed \$20,000 per installation.
2. The grantee will have one year to complete the project from the date the grant is awarded.
3. Grants will be paid on a reimbursement basis. Once grantees have submitted receipts and documentation that the kayak rental station proposed in the grant application has been installed, reimbursement will be provided within 30 days. Incomplete applications or applications without the required attachments will not be considered.

Required Documents

1. Completed Tourism Development Grant Application.
2. Documented municipal approval for the proposed site.
3. Documented operational plan or signed contract with third party vendor.

Grant Deadlines

February 20, April 20, June 20, August 20, October 20 and December 20