



Tourism Development Grant Application Form: One-Time Exhibit or New Festival Development

The Fox Cities Convention & Visitors Bureau accepts grant applications for costs related to development of Fox Cities visitor attractions and amenities.

Tourism Development grants may not be used for operating expenses, annual fund drives, endowment funds, reimbursement of previously incurred expenses, research, travel or expenses typically considered to be overhead.

Grant Deadlines:  
February 20, April 20, June 20, October 20, and December 20

Questions? Contact Pam Seidl, FCCVB Executive Director  
pseidl@foxcities.org or 920-734-3358

Applicant Information

**Date of application: \***

Month Day Year

**Name of Applicant Organization: \***

**Amount of Tourism Development Grant requested: \***

**Business/organization type (check all that apply): \***

- Corporation
- Partnership
- Sole Proprietorship
- Non-Profit

**Name of Person in Charge of Project: \***

First Name Last Name

**Address: \***

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code

**Daytime phone: \***

Please enter a valid phone number.

**Email: \***

example@example.com

Organization Information

**Organization's legal name: \***

**CEO: \***

First Name

Last Name

**Address: \***

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code

**Daytime phone: \***

Please enter a valid phone number.

**Email: \***

example@example.com

**Number of employees: \***

**Employer's identification number: \***

**State: \***

**Federal: \***

**Purpose of organization: \***

Project Description

**Give a detailed description of the exhibit or event, answering all of the following questions. A: What will it look like? (Feel free to provide photos). B: To whom will it appeal? C: What will a visitor experience when there? D: How long will a visitor spend there? E: When will it be open? F: What makes it special? G: Will the exhibit be unique in Wisconsin? H: Is there a website where exhibit elements can be seen? \***

## Operational Plan

**Describe in detail your operational plans for the exhibit. Be sure to include information on the following. A: How will it be staffed? Does it require additional staff? Will your staff require special training to manage the exhibit? B: Does the exhibit require insurance beyond what the organization normally carries? C: Will you make special arrangements for attendee parking? D: How will you insure adequate operational funding? Funding during the start-up period? E: What will you charge for admission? \***

## Marketing Plan

**Describe in detail how the exhibit/event will be marketed to the visiting public. Your answer should serve as a marketing plan, including answers to the following questions. A: Who is your target audience? B: Where will you advertise? What media will you use to market this exhibit? Be as specific as possible. If you have developed an advertising schedule, include it as an attachment. C: What is the advertising message? D: What marketing strategies will you employ beyond the purchase of advertisements? E: What is your PR plan? F: What is the marketing budget for this exhibit/event and how will it be allocated? G: Who will do the marketing work you've described? H: What kind of media attention do you expect this exhibit/event to attract in the Fox Cities? \***

## Tourism Impact

**What impact will the project have on the tourism economy? Be sure to state the anticipated number of overnight stays and day-trippers. How did you arrive at those numbers? \***

Exhibits Only - Location 1:

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

**Location: \***

**Dates: \***

mm/dd/yyyy

**Total attendance: \***

**Distances from which attendees came: \***

**Other relevant information: \***

Exhibits Only - Location 2:

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

**Location: \***

**Dates: \***

mm/dd/yyyy

**Total attendance: \***

**Distances from which attendees came: \***

**Other relevant information: \***

Exhibits Only - Location 3:

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

**Location: \***

**Dates: \***

mm/dd/yyyy

**Total attendance: \***

**Distances from which attendees came: \***

**Other relevant information: \***

Collaboration

**Are there plans to collaborate with other attractions or community organizations on secondary activities related to the exhibit/event? If so, describe those plans. \***

Funding

**How much money have you already raised for this exhibit/event? How much is left to raise? Provide a plan for raising those funds and complete: \***

Other

**What else should we know to help us decide whether to give your organization a grant?: \***

Budget

**Revenue**

(Fill in dollar amounts below)

Tourism Development Fund Request:

Other Contributions Collected:

Sponsorships Secured:

Contributions or Sponsorships Remaining to be Secured:

Other (specify):

Total Revenue:

**Expenditures:**

(Fill in dollar amounts below)

Exhibit/Facility Rental:

Exhibit Shipping:

Facility Modifications if Necessary to Host Exhibit:

Insurance:

Security:

Short-Term Staff:

Marketing:

Other:

Total Expenditures:

**In-Kind Contributions:**

(Fill in dollar amounts below)



**Staff:**

**Other:**

**Total In-Kind Contributions:**

**Budget Notes:**

Required Enclosures - see bottom of page

**Full Name: \***

First Name      Last Name

**Title: \***

**Date: \***

Month   Day   Year

Required enclosures:

- Most recent annual report
- Most recent audit
- Bylaws
- List of board members
- A copy of any market or feasibility study that has been done for this exhibit or event
- Photos and/or video of the exhibit/event