



## **Richland Center Tourism Commission Guidelines for Tourism Event Sponsorship Grants**

### **I. Purpose**

The purpose of this grant program is to support tourism in Richland County. Events that generate paid overnight stays in multiple lodging properties in Richland Center will receive highest priority for funding.

### **II. Funding**

Grant funds are made available through the assessment of a 5% room tax on overnight stays at lodging facilities in Richland Center.

Applicants will be eligible to be reimbursed for up to \$5000.00 for an event. These are matching funds. **Applicants must show evidence of ability to provide 50% of proposed project expenses through in-kind or cash contributions.**

***A minimum of 15% of the project expenses must be spent on advertising.***

### **III. Eligible Applicants**

To be eligible for funding, events must be held in Richland County. Established for-profit or non-profit organizations/businesses or a group of supporting individuals may apply.

Applicants that discriminate by gender, religion, race, sexual orientation, or creed will not be funded.

### **IV. Application Procedures**

**Tourism Event Sponsorship Grant applications are due on the 1<sup>st</sup> of each month, prior to the event, to be considered at the next monthly meeting.**

To apply for project funds, organizations/businesses must submit the following documents by the deadline indicated.

1. Tourism Event Sponsorship Grant Project Cover Page
2. Tourism Event Sponsorship Grant Application Narrative

Applications will be accepted on an ongoing basis until all grant funds have been allocated. Applications will be reviewed until all grant funds are awarded. Interested applicants applying for funding may contact the City of Richland Center for information about available grant balances. The City of Richland Center shall supply interested entities and the public with application guidelines upon request. Technical assistance in completing the application is available by contacting Sherry Klatt at [sherry.klatt@richlandcenter.com](mailto:sherry.klatt@richlandcenter.com) or (608) 647-3466.

### **V. Review of Applications:**

The Richland County Tourism Commission of the City of Richland Center will serve to oversee the administration of this program and will review all applications within sixty (60) days from the application submission date. Grant applicants will be notified as to their proposal status.

### **VI. Committee Recognition**

**The grantee must acknowledge the granting agency as a sponsor of the event on all printed materials, promotional items and advertisements promoting the event. Recommended language on promotional materials: “Paid for, in part, by Richland Center Tourism”.**



## VII. Eligible Event Activities

Activities eligible for funding may include the following costs associated with attracting, hosting, and implementing community, commerce, or tourism based events:

1. Advertising, marketing and promotional items directed toward increasing overnight motel stays. **Advertising reimbursement must be from ads in locations farther than 60 miles from Richland Center.**
2. Building or equipment rental necessary to host the event
3. Photography, postage and printing related to the event promotion
4. Audiovisual product development

## IX. Matching Funds

The grantee shall provide matching cash or in-kind contributions to support at least 50% of the total event cost. Matching funds must be:

1. Identified in the application budget
2. Not less than an amount equal to the grant award
3. Irrevocably obligated to the event applied for

Unallowable matches include event costs not included in the budget of the grant contract, normal operational expenses, wages and salaries of staff, or travel expenses of event organizers.

## X. Grant Award Disbursement and Reporting

Grants will be distributed upon receipt of paid invoices and a final report providing full disclosure of project expenditures, project outcomes, and documentation tracking attendees' home cities and the number of days stayed in Richland Center. If invoice is for printed advertising, a copy of the ad must be attached to each invoice. Reimbursements requests must be turned in to the City Clerk by November 30, of each year to be eligible.

## XI. Additional Advertising:

Every applicant must email a copy of their ad (digital or printed) to [sherry.klatt@richlandcenter.com](mailto:sherry.klatt@richlandcenter.com) so it can be placed on the [www.richlandcentertourism.com](http://www.richlandcentertourism.com) web site and placed in with the Tourism's advertising.



**Cover Page**  
**Richland Center Tourism Commission**  
**Tourism Event Sponsorship Grant Program Application**

Project Title: \_\_\_\_\_

Full Legal Name of Applicant/Organization: \_\_\_\_\_

Applicant's Address: \_\_\_\_\_

Name of Primary Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Location of Project: \_\_\_\_\_

Event Date(s): \_\_\_\_\_

Intended Ad Placement (List Publication and Location with Sample wording/ad Layout):  
\_\_\_\_\_  
\_\_\_\_\_

Description of event and how it relates to tourism: \_\_\_\_\_

Projection of the project's ability to generate overnight stays: \_\_\_\_\_

Target Audience: \_\_\_\_\_

Total Event Budget: \_\_\_\_\_ Amount for Advertising: \_\_\_\_\_

In-Kind Value: \_\_\_\_\_ Grant Request: \_\_\_\_\_

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To be completed by the Richland Center Tourism Commission:

Award \_\_\_\_\_ NO Explanation: \_\_\_\_\_

\_\_\_\_\_ YES Amount of Award: \_\_\_\_\_

Tourism Meeting Agenda Date: \_\_\_\_\_ Date of Approval: \_\_\_\_\_

Signature of Commission Chair \_\_\_\_\_



**Application Narrative**  
**Richland Center Tourism Commission**  
**Tourism Event Sponsorship Grant Program Application**

**Please answer the following questions.**

1. What is the name and location of the event? \_\_\_\_\_  
\_\_\_\_\_
  
2. Describe the event in as much detail as possible. Include a proposed timeline that you will follow to plan and run your event. (We recommend that your timeline begin at least six months prior to the start date of your event and end no sooner than two months after the end date of your event.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
3. Provide a brief history of your organization or business. Include how long your organization or business has been in existence. List any partner businesses or organizations that will help you to coordinate or run this event. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
4. Describe how you will market the event to participants from outside 60 miles and describe any media coverage (if applicable) you anticipate the event will receive. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**After the Event - Grant Reporting**  
**Richland County Tourism Commission**  
**Tourism Event Sponsorship Grant Program**

*(Please complete and return to City Clerk's Office within 30 days after the event.)*

**Event Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Event Date:** \_\_\_\_\_

1. Provide a final budget showing all actual expenses, and income showing any in-kind and donations as well. (Copies of invoices and payments must be submitted.)

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2. Provide a listing of all places where printed ads were placed indicating/showing the size of the ad and cost as well as a copy of each ad.

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3. Provide a copy of all flyers/posters.

4. Document attendees' home cities and the number of nights they stayed in Richland Center.

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