



GRANT PROGRAM SUMMARY & APPLICATION

OVERVIEW

The Wisconsin Department of Tourism recognizes the growth potential of the sports marketing niche as an economic driver in the state. To assist destinations in securing competitive sport events that require an upfront cash or financial commitment, we offer a unique sports partnership program. The goal of the fund is to generate visitor spending from sports tourism in Wisconsin. The fund has \$110,000 available for matching grants. Amount available per destination/per request is 50% of a Bid Fee or 50% of other allowable site/venue/municipal fees, up to a maximum \$20,000 during our fiscal year.

PURPOSE OF THE FUND

- Securing or creating competitive sporting events with a structure that generates both a spectator/athlete base and an economic impact for the area.
- Bringing events into the state, but not to fund in-state events that are regularly scheduled or those that rotate to destinations within the state.
- Events that have been secured prior to the written grant application are not eligible.
- Organizations or events that are currently funded through statutorily required expenditures (earmarks) are not eligible for funding through Ready, Set, Go grant fund.
- Organizations requesting funding from the Ready, Set, Go grant fund are not eligible to also request funding from the Joint Effort Marketing (JEM) grant fund for the same event.
- To bring to Wisconsin, events considering multiple destinations, including some located in states other than Wisconsin, to host their event/competition.
- Events that have been hosted in Wisconsin previously will be considered for grant funding based on prior event evaluation and documented economic impact.

FUND USES

- Bid Fees or up-front financial commitments that is paid directly to the events holder.
- Financial commitments to secure a venue/site/municipal services that an applying destination may require to host the event.
- Financial commitments to secure a venue/site/municipal services for competitive sporting events that are created within a destination for the purpose of creating an economic impact.

APPLICATION

- Applications are reviewed 3 times annually. The deadlines are January 1, May 1, and September 1. They can be sent by mail, delivery service or email as long as they are received by midnight on the 1st, 90 days prior to the start of the event.
- Applications are submitted to the Wisconsin Department of Tourism.
- Applications must be submitted at least 90 days in advance of the start date of the event.
- Applications must be submitted through a recognized Wisconsin Destination Marketing Organization and must be signed by the director or president of that organization. (eg. Convention & Visitor Bureau or Chamber of Commerce).
- Maximum amount awarded per organization will be \$20,000 during the fiscal year, but this could include multiple projects added up to reach the maximum. Applicant organization must match the granted amount dollar-for dollar with approved operational expenses or "in-kind" goods & services (hotel rooms, cars, meals).

EVALUATION OF APPLICATION(S)

- Tangible criteria include scoring values that measure return on investment, including number of room nights, visitor spending vs. financial commitment, off-peak scheduling and media exposure.
- Applicants must submit complete event marketing and public relations plan, financials, revenue generation & sponsorship budget, and a Letter of Intent from Rights Holder recognizing a partnership if applicable.
- Applicants must include a comprehensive event history including destinations that have previously hosted the event, room night pick-up, spectator draw, and visitor expenditures.
- If applicable, applicant must provide documentation of bid-fee requirement.

FUND ADMINISTRATION

- Administration of the program is done through the Wisconsin Department of Tourism. Upon submission, application will be reviewed by the grant program manager, followed by a review of a 5-person committee which makes award recommendations to the Department Secretary.
- Funds will be dispersed upon approval by Tourism Secretary and receipt of a signed contract.
- If the applicant's event fails to materialize, a full reimbursement of funds must be made within 30 days of officially cancelling the event.

APPROVAL OF GRANT

Upon receipt of signed contract:

- For funding of venue/site/municipal services, 70% of the award amount will be paid to the applicant directly from the Department of Tourism following the receipt of a signed contract. The remaining 30% will be paid to the applicant upon submission of an approved evaluation.
- If grant funds are being used for a bid fee, 70% of the award amount will be paid to the applicant directly from the Department of Tourism following the applicant being awarded the event. Supplementary documentation is required providing the date the bid fee is due to the event rights holder, in addition to the receipt of a signed contract.
- Grant will be included in a media relations calendar to support public relations for the event.

EVENT FINAL REPORT

- The grant evaluation must be submitted within 45 days after the event has concluded at which time the final 30% of the reimbursement will be issued.
- The following should be included with the evaluation: complete financials, survey from event holder, documented visitor spending, samples of marketing collateral and an analysis of the event and evaluation of successes and opportunities for improvement

CONTACT INFORMATION:

Dawn Zanoni
Wisconsin Department of Tourism
PO Box 8690, Madison, WI 53708-8690
201 W. Washington Avenue, Madison, WI 53703
608/266-3978
dzanoni@travelwisconsin.com



GRANT APPLICATION

APPLICANT INFORMATION

Organization name: _____

Title of person filling out application: _____

E-mail: _____

Phone: _____ Fax: _____

Address: _____

City: _____ Zip: _____

FEIN number: _____

EVENT INFORMATION

Event Title: _____

Event Date: _____

Type of funding you are applying for: bid fee or to secure a venue/site/municipal services

If you are applying for bid fee funding, please provide date bid fee is due _____ and provide appropriate documentation.

Brief description of event (format, qualifying criteria, ages, etc.) _____

Location(s): _____

Proposed facility(ies): _____

Has the facility been secured? _____

Facility contact: Name _____ Phone: _____

Event Owner/Sanctioning Body: _____

Event Owner contact: Name: _____ Phone: _____

Event director(s): Name: _____ Phone: _____

Event History (dates, locations and insight): _____

Event History facts, conversations with other destinations who've held the event: _____

Previous Location/Date(s): _____

Contact Name/Phone: _____

Out-Of-State Participants: _____ Room Nights: _____ Peak Night: _____

Economic Impact: _____ Peak Day Spectators: _____

Previous Location/Date(s): _____

Contact Name/Phone: _____

Out-Of-State Participants: _____ Room Nights: _____ Peak Night: _____

Economic Impact: _____ Peak Day Spectators: _____

Previous Location/Date(s): _____

Contact Name/Phone: _____

Out-Of-State Participants: _____ Room Nights: _____ Peak Night: _____

Economic Impact: _____ Peak Day Spectators: _____

ADDITIONAL DOCUMENTATION

Please provide a separate document with detailed information on the following:

1. How will hosting this event stimulate the local economy?
2. What is the overall event plan (include schedules, competition details, special events, and opportunities to participate in clinics or observe practices etc..)
3. Provide a complete public relations plan for the event including all media, timeline and whether you are paying a promotional or production expense to obtain event coverage.

GRANT REQUEST

Amount of Grant Requested: \$ _____

How will this grant impact the success of the event?

What benefits associated with this event will the State of Wisconsin and the local area receive if a grant is awarded? (Please attach appropriate sponsor benefit list if applicable)

How will this event contribute to a positive image for Wisconsin?

Does this event have future implications, spin-offs, or other considerations?

COMMUNITY SUPPORT

List cash contributions from public entities for this event (include amount and source):

Outline any in-kind (donated facilities, volunteer/staff support, city/county services, etc.) support from the community that has been committed for this event:

Describe any local corporate sponsorship support that has been secured for this event:

VISITOR SPENDING/PARTICIPATION PROJECTIONS

Total expected Participants (competitors, coaches, trainers, officials, etc.)

Adult Out-of-State: _____ In-State: _____

Youth Out-of-State: _____ In-State: _____

Total expected Spectators (fans, family, friends, etc.)

Adult Out-of-State: _____ In-State: _____

Youth Out-of-State: _____ In-State: _____

Total expected Media Coverage value

Out-of-State: _____ In-State: _____

Total Hotel Impact (In-State and Out-of-State):

Number of rooms ____ X Avg. number of nights ____ X \$200 (Avg. room rate) = \$ _____

Additional visitor spending:

Food: \$ _____

Gasoline: \$ _____

Shopping: \$ _____

Other: \$ _____

Total visitor Spending for the event: \$ _____

SIGNATURES

1. Approval by Destination Marketing Organization:

Authorized Signature

Title

Date

2. Applicant Signature/Disclaimer

We, the undersigned, hereby certify that we have read and understand the Grant Program Policies and Procedures and that all information included with our application is true and correct.

Authorized Signature, Applicant

Title

Date



EVENT COORDINATOR SURVEY

Event: _____

Dates: _____

Total Number of Participants:

Number of adult participants/athletes: _____ Number of youth participants/athletes under 18: _____

Number of hotel rooms utilized by your group _____ Number of nights stayed _____

Number staying with family/friends _____ Number of nights stayed _____

Average dollars spent by participants in area (excluding registration fees) _____ dollars
(Please include travel, lodging, food and miscellaneous expenses.)

***Spectator Attendance: Was this a gated or ticketed event?** Yes No

(If your organization does not track spectator attendance/expenditures, this section may be filled out by the hosting destination.)

Number of hotel rooms utilized by spectators _____ Number of nights stayed _____

Number staying with family/friends _____ Number of nights stayed _____

Average amount spent by spectators in area _____ (Please include travel, lodging, food, miscellaneous)

Please rate the facilities that you utilized for this event.

Excellent Very good Good Fair Poor

Do you have any suggestions or comments on how we might improve our facilities for future events?

Do you have any suggestions or comments on how we might improve the spectator experience for future events?

Would you consider using our facility again for future events? Yes No