

Wisconsin Legislature 41.11(6)(c): In each biennium, at least \$50,000 to conduct or contract for marketing to promote multicultural events taking place in Wisconsin.

The diversity of Wisconsin is one of our many unique assets that bring visitors to the state. In recognition of that, the Wisconsin Department of Tourism offers opportunities to promote multicultural events.

Reviewed: 2 times/year (January, July)
Max Award: up to \$10,000 per fiscal year

Years Available: 2 years for new event (does not need to be consecutive) or 2 consecutive years for existing event

Guidelines:

- The Department provides \$50,000 for multicultural grants each biennium
- This is a reimbursement grant for an event that celebrates a unique Hispanic, Asian and African American cultural aspect of Wisconsin that generates visitor spending and inform and educate the visitor about the culture
- Applicant must be a Wisconsin non-profit organization
- Applicant must match grant funding dollar-to-dollar for eligible promotional costs
- Existing events must target new geographic market, new demographic audience or advertising medium – based on the potential to increase event attendance
- Organizations or events that are currently funded through statutorily required expenditures (earmarks) are not eligible for funding
- Organizations requesting funding from the multicultural grant fund are not eligible to also request funding from the Joint Effort Marketing (JEM) Grant Program for the same event, during the same fiscal year
- Funding may not be used for fundraising events

Applications should be received 90 days before requested funded advertising begins. Requests should include:

- Name of Wisconsin organization
- Federal Employer Identification number
- Legal address and contact information for organization
- Name of event, location, dates and website
- Overview of event
- Marketing plan for event (including target market)
- Promotional budget for event
- Dollar amount requested for event
- Plan for measuring economic impact
- Estimated economic impact
- Possible earned media/other leverage
- Second year applications must build off of previous year experience

Evaluations must be submitted before final 10% of funding will be released. Evaluations should include:

- Summary of event
- Dollar amount of economic impact and how this was measured
- Report on earned media for event
- Paid receipts for promotional costs for reimbursement
- Income and expense statement

Multicultural grant applications are available at industry.travelwisconsin.com

For additional questions or assistance, please contact Heidi Roekle, Grant Coordinator, at 608-261-6272 or email hroekle@travelwisconsin.com.