

City of Portage Tourism Promotion Committee Grant Proposal Request Guidelines and Information 2016 Budget Year

INTRODUCTION

The City of Portage Tourism Promotion Committee (CPTPC) has been created to help promote and market the tourism industry in Portage. The CPTC major revenue source is the city lodging tax.

GRANT PROGRAM

The purpose of the grant program is to assist organizations in hosting events that will promote a positive image to potential visitors, generate overnight visits, extend visitor stays and create a desire to return.

Considerations will be given to new and expanding festivals, sports tournaments, conventions, cultural arts and special events benefiting the City of Portage.

This is a competitive application, based on limited resource dollars. The grants are funded annually by the City of Portage at the direction of the City of Portage Tourism Promotion Committee.

ELIGIBILITY

Eligible applicants include:

1. Business and civic organizations, volunteer-managed organizations, and individuals.
2. Projects must have a significant impact on businesses located in the City of Portage.

INELIGIBLE ORGANIZATIONS AND PROJECTS

1. Organizations that discriminate because of race, color, creed, gender, national origin or limited participation.
2. Political organizations, candidates for political office, and organizations whose primary purpose is to influence legislation.
3. Funding for building (brick and mortar) capital campaigns.
4. Funding for staffing and/or administrative purposes.
5. Fraternal organizations or religious groups with proposals that promote religion or an individual doctrine.

APPLICATION GUIDELINES

1. The grant must be matched on a dollar-for-dollar basis. Matching funds include cash contributions, in-kind contributions or a combination of both.
2. In-kind services include contributions of space, materials, loaned equipment, donated professional services (calculated on a local wage scale acceptable to the CPTPC).
3. Grants must be used ONLY for marketing the project to promote tourism.
4. Applications must be legible and signed by the applicant.
5. Only complete applications received by the due date will be considered.
6. All projects must create a positive image of the City of Portage.

REVIEW CRITERIA

Applications will be evaluated on the following criteria.

1. Projected tourism impact, including visitor spending and overnight room generation.
2. Level of community impact and public benefit.
3. Uniqueness of project.
4. Quality of the proposed project.
5. Evidence of careful financial planning.
6. Evidence of financial need and sustainability.

APPLICATION PROCEDURES

1. The amount of funding available for grants is determined by the CPTC at its Fall budget meeting (usually in October).
2. Applications must be submitted and approved for funding NO LESS than 10 days before the date of the proposed project begins.
3. All applications will be reviewed by the CPTPC at their Fall budget meeting and at subsequent monthly meetings if funding is available.
4. Applications will be reviewed and scored using the criteria mentioned under "REVIEW CRITERIA"
5. Applicants will be informed of their funding status approximately 4 weeks after the application is submitted.
6. Upon submission of all required information (by-laws, tax ID, W-9, budget, etc.), the City of Portage Clerk will issue payment.
7. At the conclusion of the event, a written report must be filed with the city clerk. This report should include but not limited to the following:
 - a. financial statement
 - b. evaluation of event including visitor profile, numbers, etc.
 - d. future directions or plans for event
8. Failure to file a written report will result in ineligibility for future funding.
9. All print advertising materials must include the CPTPC logo as an event sponsor.
10. The City of Portage Tourism Promotion Committee reserves the right to accept or reject any or all applications. All decisions are final.

July 27, 2015