

# **City of Portage Tourism Promotion Committee 2017 Grant Program Application Guidelines and Information**

## **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. Only complete applications received by the due date will be considered.
5. 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. All applications will be reviewed by the CPTPC at their Fall budget meeting and at subsequent monthly meetings if funding is available.
3. Applications will be reviewed and scored using the criteria mentioned under "REVIEW CRITERIA"
4. Applicants will be informed of their funding status approximately 4 weeks after the application is submitted.
5. Upon submission of all required information (by-laws, tax ID, W-9, budget, etc.), the City of Portage Clerk will issue payment.
6. 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. evaluation of event including visitor profile, numbers, etc.
  - b. future directions or plans for event
7. Failure to file a written report with the city clerk will result in ineligibility for future funding.
8. All print advertising materials must include the CPTPC logo as an event sponsor.
9. The City of Portage Tourism Promotion Committee reserves the right to accept or reject any or all applications. All decisions are final.

**City of Portage Tourism Promotion Committee  
Grant Request Proposal Form  
2017 Budget Year**

Name of Event/Activity \_\_\_\_\_

Name of Organization/Sponsor \_\_\_\_\_

Description	Total
Projected cost of event/activity	\$
CPTPC Grant request	\$
Percentage of total costs covered by CPTPC Grant	%

Number of Years event/activity has been in existence \_\_\_\_\_

CPTPC Grant funding received last year \_\_\_\_\_

**City of Portage Tourism Promotion Committee  
Grant Request Proposal Form  
2017 Budget Year**

The City of Portage Tourism Promotion Committee is charged with promoting tourism activities within the Portage area whose overall goal is bringing in visitors who will provide a positive impact on the economy of the region.

To assist in its evaluation of proposals that come to it, the CPTPC will use the following criteria:

1. What is the projected visitor impact of this proposal with respect to number of visitors, visitor spending and overnight hotel room generation?
2. What is the level of community impact and public benefit of this proposal?
3. What is the uniqueness or attraction of this proposal that differentiates it from others?
4. Is this proposal from a source having the likelihood of following through to accomplish the goals of the proposal?
5. Does this proposal show evidence of clear, thought-out marketing, operational and financial planning?
6. Does this proposal show evidence of financial need and sustainability?



PROJECT/EVENT NAME	DATE OF REQUEST	AMOUNT REQUESTED
a.	b.	c.
PROJECT/EVENT DATE(S)	DATE REVIEWED	AMOUNT ALLOCATED
d.		
ORGANIZATION OR GROUP		
e.		
CONTACT PERSON	DAYTIME PHONE	
f.	g.	
CONTACT PERSON EMAIL		
h.		

- A. Fill out sections a-b-c-d-e-f-g-h above.
- B. Attach one page briefly explaining the proposal for which funding support is being requested. Be mindful of the criteria listed above.
- C. Fill out and attach the proposed proposal budget form to this application.
- D. Submit the 3 pages to the City of Portage Tourism Promotion Committee (CPTPC) at:  
 City of Portage Tourism Promotion Committee  
 c/o City Clerk  
 115 West Pleasant Street  
 Portage, WI 53901

NOTE: A brief written report to the CPTPC upon completion of each project is expected. This must be done within 60 days of project completion. Any funds allocated but not expended for the purposes as outlined in the proposal as approved must be returned to the CPTPC within 60 days of project completion.