

Take a breath...

# Visit Forest County

## Grant Application

Revised January 2024

Visit Forest County (VFC) has established a program to encourage and promote the expansion of tourism in Forest County, which is funded by room tax revenue. These dollars will be used to promote events and programs that help drive tourism to Forest County. Room Tax is collected and will be allotted to towns/municipalities that participate.

Visit Forest County will consider funding requests which clearly show benefits to Forest County in the following categories: Economic Development, Tourism, Destination Development, and Special Community Events or Projects which enhance the quality of life.

All room tax funding recipients must comply with all federal, state and local regulations regarding nondiscrimination and operate within the affirmative action policy. Advertising funds must be spent on attracting and creating overnight stays, i.e., "heads in beds". Overnight stays generally infers that advertising be done outside of Forest County, reaching visitors traveling more than 60 to 75 miles.

### **Tourism Promotion Applications:**

Applications must be complete or they will not be considered for funding. Objectives and benefits to the community must be identified.

Submit all applications to Visit Forest County by email to [mary.visitforestcounty@gmail.com](mailto:mary.visitforestcounty@gmail.com) or to Visit Forest County at 116 South Lake Avenue, Crandon, WI 54520.

### **Program Review:**

Visit Forest County reserves the right to modify or deny any or all requests. Grant Applications shall be reviewed by Visit Forest County and VFC Tourism Committee, which may request additional information and follow up questions,

### **Other Program Obligations:**

Room tax funds may only be used for activities and costs identified in this application. Any modifications must be submitted to Visit Forest County for approval. Failure to submit modifications may result in the termination of the grant and future ineligibility for the program.

### **Funding Acknowledgement:**

Visit Forest County must be given recognition for its financial support on promotional materials including brochures, news releases, programs, publications and other materials. This recognition must include the use of the Visit Forest County logo. A copy of the Visit Forest County logo may be obtained from the office. Applicant understands and agrees the credit line should read: "This (event or project) is supported in part by Visit Forest County".

### **Follow Up Report:**

Applicant understands and agrees a follow up report must be submitted no later than 60 days after the event or project completion. The requirements and report are at the end of this application.

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**Grant Application**  
 Revised January 2024

<b>Name of Event/Project:</b>	
Name of Organization:	
Name and Title of Contact Person:	
Contact Phone:	
Contact Email:	
Legal Status of Organization:	
Organization Mailing Address:	
Organization Physical Address (if different):	
<b>The Event/Project:</b>	
Date(s) of Event/Project – or Anticipated Project Completion:	
Location of Event/Project:	
Description of Event/Project:	
Goals of Event/Project – including economic impact for our community:	

Take a breath...  
**Visit Forest County**  
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Target Market/Attendees – characteristics such as families, youth, adults, seniors, etc.:	
Number of Projected Overnight Stays the Project/Event will Generate:	
Present Your Advertising Plan, including types of media used and their costs. Indicate how you plan to use the funds you are requesting. <i>(Keep in mind that your request needs to be used as a means to attract out of town visitors and to generate overnight stays.)</i>	

**Funding Type (Select One)**

- New Event/Project
- Existing Event/Project
- One Time Request

<b>Funding Request:</b>
Amount Requested from VFC:
Total Event/Project Budget:

I understand that my advertising must include: <i>“This (event or project) is supported in part by Visit Forest County”</i> .	_____ Yes, I agree (initial here)
I understand that I must submit a follow up report after my event/project in order to be reimbursed.	_____ Yes, I agree (initial here)

*If necessary, attach any other support information with this application.*

## Follow Up Report

Promotional Materials Used to promote Event/Project (include social media platforms/websites attach additional below)	
Promotional Material Outreach (Locations)	
Event Attendance	
Summary of Event/Project	
Current and/or Projected Project Outcome	
How can you improve the event in the future?	
Collaborating Partners	

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