



Tourism Grant Event or Project Application

Contact Person _____

Organization _____

Address _____

City _____ Zip Code _____

Phone () _____ Fax () _____ Email _____

Examples of Event or Projects: Holiday Celebration, Multiple Day Retail Event, Promotion Video focused on tourism, or Tournament.

1. Title and description of your organization's event or tourism project: _____

2. Date of event or project completion: _____

3. Is this a new event? If so, describe your organization's history; if the event has happened before, please tell its history: _____

4. Estimated number of attendance in past: _____ Projected: _____

5. Estimated percentage of participants or audience from outside of the City of Berlin: _____

6. Describe how the requested funds will be used: _____

7. How will this project bring overnight stays to the City of Berlin? _____

8. How will you measure the success of your project? What are your measurable goals?

9. Where are you planning to advertise the event: _____

10. What form of media would you like to advertise your event with? (Please check which ones apply)

- ☐ Travel Magazine
☐ Visitors Guide
☐ Radio
☐ Social Media (Facebook, etc.)
☐ Other: _____

11. Which month(s) do you plan to advertise? _____

12. Amount Requested: _____

13. **Budget for Project: Please attach a copy of your budget.** (example below)

<i>Marketing Materials Design and Materials</i>	<i>\$500.00</i>
<i>Includes: direct mail postcards, brochures</i>	
<i>Advertising Plan (Attached)</i>	<i>\$1000.00</i>
<i>Signage - Located at Hwy. 91 & Hwy. 49, each 3'x8' banners – by Berlin Journal</i>	<i><u>\$500.00</u></i>
<i>Estimated Promotional/Advertising Expenses</i>	<i>\$2,000.00</i>

Authorized Applicant Signature:

Title: _____

Tourism Review and Comments:

Request Disapproved or Approved in the amount of\$ _____

Special Conditions:

Travel and Tourism Liaison
City of Berlin
920-361-5400
cityadministrator@cityofberlin.wi.gov

Granting Policy: *The purpose of the Grant program is to assist in the promotion or development of events or attractions that increase the economic impact of tourism in City of Berlin.*

- Grants must be for Tourism Promotion or for a Tourism related facility*.
- Activity must occur within City of Berlin.
- Activity must be open to the general public.
- Requesting group or agency must be a government agency or not for profit organization doing business in or providing direct benefit to City of Berlin.
- Partnerships are favored. Projects that show cooperation or coordination with other projects or events are encouraged and will be given preference over projects that stand alone.
- Grant recipients will be sent a report form three to six weeks after receiving the grant. The report must be filled out and returned to the City within ten business days after promotion. Photos, copies of fliers or posters, promotional items, advertisements, or other evidence of project progress or completion are recommended. Travel & Tourism Commission reserves the right to limit future donations if Reporting Forms are not completed in a timely manner.

***Tourism Promotion means:** advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists; conducting strategic planning and research necessary to stimulate future tourism development; operating tourism promotion agencies; and marketing special events and festivals designed to attract tourists.

***Tourism related facility means:** a conference center, convention center or visitor information center; and means other improved real property that has a useful life of 10 or more years and has a substantial purpose of supporting tourism or accommodating tourist activities.

Tourist means: a person who, for business, pleasure, recreation, or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from and unrelated to the person's community of residence, and that trip: requires the person to travel more than 50 miles from the community of residence; or includes an overnight stay.