



VILLAGE OF MOUNT PLEASANT TOURISM COMMISSION  
ROOM TAX TOURISM GRANT APPLICATION

The Mount Pleasant Tourism Commission will consider funding projects and events that benefit the Village of Mount Pleasant or the surrounding area.

GRANT LIMITS:

- Grant limits are subject to the Tourism Commission's discretion.
- Grants are limited based on available room tax funds.

ELIGIBILITY:

- Organizations must be recognized by the IRS and/or Wisconsin Department of Financial Institutions.
- Project/event is located in or near the Village of Mount Pleasant and offers verifiable economic benefits to the Village of Mount Pleasant through increased room nights.
- The project/event or promotional opportunity should demonstrate economic impact related to tourism and is reasonably likely to generate multiple hotel stays.
- Purchase of marketing lists, search engine marketing, AdWords, and Google AdWords.
- Design, production, and placement costs for marketing that target visitors outside the Village of Mount Pleasant and surrounding communities.
- Repeat grant applicants have filed timely post-project/event reports.

GRANT RECOGNITION:

All awarded grants will be required to recognize the Mount Pleasant Tourism Commission as follows:

- The "Enjoy Mount Pleasant" logo must be placed on the organization's website, social media, and publications.
- The Mount Pleasant Tourism Commission must be listed as a funding source on all printed materials and forms of social media about the project/event.
- The "Enjoy Mount Pleasant" logo will be included where applicable.
- A Placard and or banner with the "Enjoy Mount Pleasant" logo must be prominently displayed at the event site(s)
- Failure to list the Mount Pleasant Tourism Commission can result in future denial of grant awards.

APPLICATION SUBMISSION DEADLINES:

Grant applications must be turned in two (2) weeks before the monthly Tourism Commission meeting. Applications received after the deadline will be considered for the next monthly meeting. Meeting dates can be found at [www.mtpleasantwi.gov](http://www.mtpleasantwi.gov).

REVIEW AND AWARD PROCESS:

- Timely grant requests will be reviewed and scored based on the evaluation criteria.
- The Tourism Commission reserves the right to deviate from the scoring, review, and award process and act in the Village of Mount Pleasant's best interest at its discretion. This application shall not be considered a contract with any entity, expressed or implied.
- Grant-awarded funds that are not used must be returned to the Tourism Commission.
- 75% of the grant funds will be awarded after all requirements are met. The remaining 25% will be awarded after the Post-event report is submitted.
- Awarded organizations must complete a Post Event Report and submit it no later than 60 days after the event is completed. Failure to do so will result in the organization not being considered for funds for the following year.



## ROOM TAX TOURISM GRANT APPLICATION

Name of Project/Event:
Name of Organization:
Authorized Official Name:
Email Address:
Organization Website:
Organization Address:
Daytime Telephone:
New Project/Event <input type="checkbox"/> Existing Project/Event <input type="checkbox"/>
Project/Event Description:
Grant Request Amount:
If your project/event reserves a block of rooms in a Village of Mount Pleasant hotel, please provide the number of rooms, the number of nights, and the hotel's name.
Project/Event Start Date:
Project/Event End Date
Project/Event Location:
<i>If this is an existing project/event:</i> How many years has it been going?  What was the attendance last year?  What is the estimated number of room nights from last year?
Estimate how many people and the geographic area that will be targeted by any promotion/advertising. How will you track the effectiveness of your efforts?



Have you applied for other funding for this Project/Event? Please describe:

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Does this Project/Event have community sponsors? YES  NO  If so, please list the sponsor and amount contributed:

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Estimated Number of Hotel Stays for this Project/Event:

**ADVERTISING BUDGET:**

Marketing Media Description	Locations covered by the media/ publication	Approximate Dates	Expected Cost	Grant Request
IN WISCONSIN:				
OUT OF STATE:				

**Attach a detailed marketing plan or strategy.**

Complete the marketing budget that lists each marketing piece, the location of the piece, approximate dates of views, cost, planned distribution of materials, etc. Outline specifically how this plan is reasonably likely to generate overnight hotel stays. Additionally, highlight those marketing materials outside the Village of Mount Pleasant and those over 50 miles away.

**\*\* Please provide any examples of marketing materials that you believe will help the Tourism Commission in evaluating your request. \*\***



OTHER REQUIRED DOCUMENTS:

- PROJECT/EVENT BUDGET
- IRS DETERMINATION (W9)
- GRANT REQUIREMENT CHECK LIST
- ANY OTHER SUPPORTING DOCUMENTS RELATIVE TO THE PROJECT/EVENT

I understand the restrictions placed on the expenditure of room tax funds governed by the Tourism Commission and certify that the requested funds will be used for the purposes described in this application or approved by the Commission. I understand that the use of funds is subject to review, and a post-project/event report is required-

I understand that appropriate records of the use of all funds disbursed to the organization by the Tourism Commission shall be maintained and provided upon request.

Grant recipients will be considered ineligible for future grants until they have filed their post-project/event reporting.

**POST-EVENT REPORTING IS DUE 60 DAYS AFTER THE PROJECT/EVENT END DATE.**

PRINT NAME & TITLE: \_\_\_\_\_

SIGNED: \_\_\_\_\_ DATE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_ (Required)

Completed grant applications can be mailed or emailed to:

**Matt Prochaska, Tourism Manager**  
**Village of Mount Pleasant**  
**8811 Campus Dr**  
**Mount Pleasant, WI 53406**  
[mprochaska@mtpleasantwi.gov](mailto:mprochaska@mtpleasantwi.gov)

<p><b><i>OFFICE USE ONLY:</i></b></p> <p>Application #</p> <p>Project Date:</p> <p>Post-Event Report Due:</p> <p>Grant Award:</p>
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