



**Merrill Area Chamber of Commerce
Tourism Promotion Application
For Events from January 1, 2018 to December 31, 2018**

The Merrill Area Chamber of Commerce, the Merrill Tourism Commission and the City of Merrill have established a program to encourage and promote the expansion of tourism in the Merrill area. Organizations interested in promoting tourism in the Merrill area (this covers Merrill and rural Merrill areas) may apply for assistance in marketing their event to attract visitors from outside our local area, with the purpose to promote tourism and create paid overnight stays.

Applicants are required to disclose their advertising plan, organizational budget and source of funding when completing this form to be considered for funding. Non-complete forms will not be considered for funding.

This application must be returned by **August 1, 2017** to:
Merrill Area Chamber of Commerce
705 North Center Avenue
Merrill, WI 54452

The Commission reserves the right to deny or modify requests.

Approved applicants will be notified via a letter from the Merrill Chamber of Commerce stating the approved amount and further instructions regarding the allocation of approved dollars. You will be required to help promote the Merrill Area by including the following line on all advertising:
"For Visitor Information call the Merrill Area Chamber of Commerce at 715-536-9474 or visit www.merrillchamber.org"

Please call the Chamber with any questions about the application process at 715-536-9474.

Your application must be complete or it will not be considered for funding.

Name of project or event: _____

Date of project or event: _____

Applicant Organization name: _____

Employer ID number: _____

Mailing address or P.O. Box: _____

Physical address (if different from mailing): _____

City: _____ State: _____ Zip: _____

Organization Phone: _____ Fax: _____ Email: _____

Name/title of person filling out application: _____

Telephone: _____ Fax: _____ Email: _____

Amount of Request: \$ _____

Describe event or project and include dates and times: _____

List your goals of the event or project, including the economic impact it will have on our area: _____

Please list the number of projected overnight stays that your event will generate: _____

Present last year's financial information for the event which shows your expenses and income from the previous year. If this is a new event, list your 2018 proposed financial information. **This information must be included to be considered for funding:**

Present your advertising plan, including the types of media used and their costs. Also, indicate how you plan to use the funds you are requesting. (Keep in mind your request needs to be used to attract out of town visitors and to generate overnight stays):

If necessary, attach any other information.