

SUPERIOR TOURISM DEVELOPMENT FUND

Tourism Development Fund Grant Program Application

The Tourism Development Fund (TDF) Marketing Grant Program offers marketing funding and guidance to make a tourism related event or idea come to fruition. The grant reimburses organizations for qualified marketing costs. The following is an overview of the grant program as well as the requirements of applying and receiving grant funding.

Why you should apply

- Organizations may receive thousands of dollars in marketing reimbursement.
- A TDF grant is often a catalyst for organizations, giving them the means to tap into the power of tourism to make a solid impact on Superior's economy, create jobs, and improve the quality of living for its residents.
- It could mean the difference between getting your idea launched and letting it wilt away.
- The TDF can reimburse up to 100% of the marketing costs for a given grant applicant.
- Eligible expenses include things like digital marketing, print and broadcast ads, direct mail, publicity, and billboards.

Next Steps

- Read through the application materials and requirements.
- Determine if your event/project is a fit.
- Apply!

Don't forget to read about tracking your project expenditures and providing follow-up reporting.

About the Tourism Development Fund

The City of Superior has instituted a hotel/motel rooms tax to raise revenue for tourism development. The Superior-Douglas County Visitor Bureau (Travel Superior) receives 70% of this rooms tax generated on a quarterly basis, the remaining 30% is distributed to other entities and funds within Superior. Of this 70% distributed to Travel Superior, exactly 9.5% is used to fund the TDF grants program. The Chamber of Commerce manages and administers the Superior Tourism Development Fund (TDF) and is one seat on the committee overseeing the TDF Grant Program to help promote tourism in Superior. The program is based on state statutes and administrative rules. The TDF Committee meets at least once a quarter during the months of February, May, August, and November.

Grant Deadlines and Follow-up Reporting

Applications must be received by the first of the month. Applications must also be submitted at least 90 days prior to the first day of advertising that will be paid using the grant funds; for example, if your first grant-funded ad runs on November 15, your application should be submitted by August 1. It is permissible to email applications but the time/date stamp on the email must show that it was received by midnight on the first of the month. For all applications being considered, the TDF Committee may request that a representative come present at the soonest committee meeting following the submission of their application.

For all grants awarded, the TDF Committee expects a follow-up summary outlining how the event went, as well as actual numbers on what was determined through tracking activity. One item you are required to report is the number of attendees at your event/project. This summary must be provided within 60 days following the event, along with all receipts for expenditures.

Payment and Re-Payment of Awarded Grant Funds

For all grants awarded, it may be requested in the application process that 50% of the awarded funds be disbursed to the applicant at least 30 days prior to the event/project.

The remaining 50% will be awarded once the reporting requirement is met which is required to be submitted within 60 days following the completion of the event/project. Payment of these funds may take up to one month so it is advantageous to submit your report as soon after the event/project as possible.

Should the event/project not take place it is expected that 100% of funds disbursed to applicant be repaid to the Tourism Development Fund, within 30 days of when the event/project was scheduled to be completed.

Grant Requirements and Details

The TDF reserves the right to fund or deny all grant requests submitted. If grant funds are awarded they may be awarded in full or partial (1% up to 100%) of the requested amount of a project's marketing related costs. Priority will be given to Superior based events, the TDF committee will judge on a case by case basis for all applications received, however applicants must demonstrate that the funds requested will impact hotel stays and tourism in Superior, WI. No organization or event may receive funds for more than three years in total. For multiple year events, granting funds may be subject to a sliding scale for subsequent years. All grant recipients are required to fill out a new grant application for each subsequent grant they wish to receive beyond the first year. No grant applications will be carried over into subsequent years.

To be funded, projects must show that they will generate an increase in visitors and make a positive economic impact in the local area. The advertising plan must target markets beyond the local area, outside of a 25 mile radius. We encourage projects that are creative and beyond the scope of what are normally offered. A qualified candidate may apply for a grant at any point in its development whether it is a concept, promotion, first-year event or event that has been running for years.

The TDF Grant provides the means to assist in the development of marketing initiatives.

Examples of eligible TDF promotional expenses include e-mail marketing campaigns, magazines, newspapers, radio, TV, internet, direct mail, PR/media kits, professional marketing/consulting services and billboards, ect.

Examples of expenses the TDF will not reimburse: operational costs (staff salaries, travel costs, facility rental, insurance, etc.), local advertising, posters and flyers that are not direct-mailed or street banners.

There are three types of activities the TDF will fund:

- 1) New events or an enhancement to current events to draw additional people to our area.
- 2) One time marketing and promotions outside of a 25 mile radius.
- 3) Strategic developments which will enhance the tourism experience in Superior long term.

Applications for TDF Grant Funding are requested to be submitted in essay format and must include a cover sheet as well as the following information:

- **Date of Application**
- **Event/Project Title**
- **Name and dates of project or event**
- **What type of project or event is this**
- **Name of Applicant Organization**
- **Applicant's phone, cell phone, mailing address, email, website, and fax (if available)**
- **Federal Identification Number of Applicant Organization**
- **Purpose of Applicant Organization**
- **Person in charge of project or event**
- **Contact information for person in charge of project or event**
- **Person filling out application**
- **Contact information for person filling out application**
- **Name of advertising agency used (if any)**
- **Amount of funding requested**

In addition, applications must include the following:

-A detailed project description

- What is the event/project purpose.**
- Description of the event/project.**
- Please add visuals if they will aid in the project description.**
- Was a market analysis completed to determine need, if so, please provide.**

-Describe how the event/project will be marketed to the visiting public

- What are your target markets?**
- What kinds of sales, advertising and promotions will you do at the event?**
- What will a visitor experience look like, when there? How long will they stay?**
- Is it unique to Superior or Wisconsin?**

-Budget outline, including:

- promotional budget (with ad schedule, size, insertion dates, mockups, media and PR plan)**
- operational budget**
- other contributions received**
- How will you raise other funds to complete your event/project?**
- anticipated income and expenses**
- estimated net income(loss)**

- What impact will the event/project have on the tourism economy and community**
 - Estimate how many people will be attracted to the area with this event/project**
 - How do you intend to estimate dollar amount of trackable visitor spending, hotel stays, or economic impact following the event.**
 - How many overnight stays will it generate in years 2 and 3? What growth do you anticipate?**
 - Are there other community organizations, groups or attractions with which you will collaborate with? If yes, will they be raising funds during this event/project? What is the projecting amount they will raise, and what will happen with these funds?**

-Recipients of TDF grants will be required to include the “Superior Tourism Development Fund” as a sponsor of the event/project.

- How will you recognize the support of the TDF?**

-For all grants awarded, the TDF Committee expects a follow-up summary outlining how the event/project went, as well as actual numbers on what was determined through tracking activity in regards to outcomes, # of attendees, estimated room stays and economic impact. This summary must be provided within 60 days following the event/project, along with copies of all receipts for expenditures in order to receive the second half of granted funds. The TDF Committee may request copies of tracking sheets and calculations of stated impact, however, reporting should clearly illustrate this process.

- Do you have any questions with this reporting requirement? Please ask at time of application.**

-If grant funds are awarded, 50% of the awarded amount may be requested at least 30 days prior to the start of the event/project. The remaining 50% of the awarded funds will only be dispersed once the follow-up reporting/tracking requirement is met. Please indicate that you understand the disbursement process and if you request 50% upfront.

- One reporting requirement of your grant funding is to report the number of people attending the event/project, how do you intend on recording this information?**

Drop off or mail completed applications and all materials to:

Taylor Pedersen
Tourism Development Fund Chair
Superior-Douglas County Area Chamber of Commerce and Travel Superior
205 Belknap Street
Superior, WI 54880

Applications may also be emailed to
taylor.pedersen@superiorchamber.org

If you do not receive a confirmation email or call within a week of submitting your applications, please follow up with Taylor as your application may not have been received. Please refrain from sending applications/evaluations in binders.

Call 715-394-7716 for more information or visit superiorchamber.org.