

## City of Viroqua Tourism Event Grant Application

**Purpose:** The City of Viroqua Tourism Commission's Tourism Event Grant is designed to support local nonprofit organizations in hosting events that stimulate overnight stays at Viroqua hotels and vacation rentals. The grant prioritizes events that maximize economic impact, promote tourism in off-season months, and contribute to the overall growth and sustainability of Viroqua's tourism economy.

### Applicant Information

- Organization Name: \_\_\_\_\_
- Nonprofit Status (501(c)(3) or Fiscal Sponsor): \_\_\_\_\_
- Primary Contact Name: \_\_\_\_\_
- Title: \_\_\_\_\_
- Phone: \_\_\_\_\_
- Email: \_\_\_\_\_
- Mailing Address: \_\_\_\_\_

### Event Information

- Event Name: \_\_\_\_\_
- Event Description (include purpose, activities, and key highlights): \_\_\_\_\_
- Event Date(s): \_\_\_\_\_
- Event Location: \_\_\_\_\_
- Has this event been held before? ☐ Yes ☐ No
  - If yes, provide past attendance and tourism impact data: \_\_\_\_\_
- Projected Attendance: \_\_\_\_\_
- Projected Overnight Stays: \_\_\_\_\_
- Estimated Visitor Spending Impact: \_\_\_\_\_
- Marketing Strategy (include platforms, target audience, and geographic reach): \_\_\_\_\_

### Grant Request Details

- Total Event Budget: \$ \_\_\_\_\_
- Amount Requested from Tourism Grant: \$ \_\_\_\_\_
- Other Funding Sources (list secured sponsorships, ticket sales, etc.): \_\_\_\_\_
- Describe how the grant funds will be used (must be for marketing & advertising directed outside a 50-mile radius of Viroqua): \_\_\_\_\_

## Grant Usage Compliance

- ☐ I understand that funds must be used solely for marketing and promotional activities.
- ☐ I understand that a final event report is required within 3 months of event completion.
- ☐ I agree that any unused or misused funds will be returned to the City of Viroqua.

## Post-Event Reporting Requirements

Grant recipients must submit an event impact report that includes:

- Estimated number of attendees and overnight stays.
- Economic impact assessment.
- Final budget with proof of fund usage (invoices, receipts, or bids).
- Marketing effectiveness analysis.
- Lessons learned and future event plans.

## Application Submission & Deadlines

- **Grant Windows:**
  - **January 12 – February 28:** Decisions in March; funding available April - September.
  - **July 1 – August 31:** Decisions in September; funding available October - March.
- **Applications must be submitted by 5:00 PM on the final day of the application window to be considered (2/28 & 8/31).**
- Late or incomplete applications will not be considered.

For more information and to submit applications, contact: **Viroqua Chamber at**  
[infodesk@viroquachamber.com](mailto:infodesk@viroquachamber.com)