

## Viroqua Tourism Commission Grant Application Guidelines

Submit your application at least 60 days in advance of the event to the Viroqua Tourism Commission, c/o Viroqua Chamber, 220 S Main St, Suite 162A, Viroqua, WI 54665, or by email to: [infodesk@viroquachamber.com](mailto:infodesk@viroquachamber.com)

### **TO BE ELIGIBLE TO BE CONSIDERED FOR THE GRANT YOUR EVENT OR ORGANIZATION MUST MEET THE FOLLOWING REQUIREMENTS:**

- Event or organization is reasonably likely to generate paid overnight stays in Viroqua.
- Types of events we will fund:
  - Festivals, events or conventions primarily focused on film, music, literature, food, history or art.
  - Seasonal markets, fairs, and shopping events
  - Sporting events
- Your organization is a nonprofit organization or a charitable organization under 501 (c) (3).
- Event will take place within Viroqua's City Limits.
- Upon request, applicants must be able to demonstrate the organizational ability to utilize funds in a responsible and effective manner.
- Your event or organization is sustainable. You don't need Tourism Commission funding to continue to operate.
- Grant money must be used to promote or advertise your organization or event.

### **WE DO NOT OFFER GRANTS TO/FOR THE FOLLOWING:**

- Organizations that discriminate on the basis of race, gender, sexual orientation, gender identity, marital status, religion, age, national origin, veteran's status, or disability.
- Organizations that request a grant amount greater than 50% of their current annual budget.
- Purchase of supplies or equipment.
- Payment of staff salaries.

We invite first-time applicants or those with questions to call 608-637-2575 or email [infodesk@viroquachamber.com](mailto:infodesk@viroquachamber.com)!

We are happy to assist!



124 W Decker Street  
Viroqua, Wisconsin 54665  
Phone: (608) 637-7186  
Fax: (608) 637-3108

## Viroqua Tourism Commission Grant Application

**Grant money must be used for marketing projects, including advertising media buys, and creation and distribution of printed or electronic promotional tourist materials.**

**We ask that you apply for the grant 60 days in advance of your event.**

Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Name of organization: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Has your organization received Viroqua Tourism Commission Grant Funding before? \_\_\_\_

If yes, when and how much money did you receive? \_\_\_\_\_

Amount requested: \_\_\_\_\_

- Please describe your event.

- How does this request provide for a potential of paid overnight stays in Viroqua?

- Grant money must be used for marketing projects, including advertising media buys, and creation and distribution of printed or electronic promotional tourist materials. How will you use the funds to market your event? Please provide details of your promotional budget below. The total of these line items should add up to the total dollar amount you are requesting.

Marketing item or Activity	Projected Expense	Additional Notes

**TOTAL DOLLAR AMOUNT** \_\_\_\_\_

If you are a 501 (c) (3), please attach a copy of your currently valid IRS tax exemption certificate.

Please note, the Tourism Commission may request additional information from an applicant for room tax funds.

We invite those with questions to call 608-637-2575 or email [infodesk@viroquachamber.com](mailto:infodesk@viroquachamber.com)

\_\_\_\_\_  
**Printed Name**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Application Date**