



City of Brillion Tourism Grant Application Form

City of Brillion
201 N. Main Street
Brillion, WI 54110
admin@ci.brillion.wi.us
920-756-2250 phone
920-756-2351 fax

For 2023 Only:

Grant applications will be accepted on an ongoing basis and must be submitted no later than 6-8 weeks prior to your event.

Application Deadlines to be considered prior to scheduled quarterly meetings:

- January 10, 2023; April 10, 2023; July 10, 2023; October 10, 2023

INFORMATION FOR CITY OF BRILLION ROOM TAX FUNDING REQUESTS

The City of Brillion's Room Tax Funding program has been established to encourage and promote programs, services and facilities which directly benefit the residents in the City of Brillion. The City of Brillion Tourism Committee (Tourism Committee) will consider funding requests which clearly show benefits to attracting visitors and overnight hotel usage to the City of Brillion in the following categories:

1. *Marketing projects, including advertising media buys, social media promotion (paid and unpaid), creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit for special events especially to draw;*
2. *Transient tourist informational services;*
3. *Tangible municipal development projects; and*
4. *Tourism events.*

All room tax funding recipients must comply with all Federal, State, and Local regulations regarding nondiscrimination and operate within the affirmative action policy.

PROGRAM REVIEW:

The Tourism Committee and/or the Brillion City Council reserves the right to deny any and all requests received.

Room Tax Applications shall be reviewed and ranked by members of the Tourism Committee. The committee may conduct brief interviews with the eligible applicants. The committee's recommendations will be submitted to the City Council for final funding authorization.

If you have any questions, please contact the City Administrator at City Hall at admin@ci.brillion.wi.us or (920)756-2250.

City of Brillion Room Tax Application

Representing Organization Information:

Application Date:	
Organization Name:	
Legal Status of Organization:	
Address:	
City, State Zip:	
Phone Number:	
Email:	
Contact Person:	

Event or Project Information:

Event or Project Name:	
Location of Event / Project:	
Date of Event or Project Completion Timeline:	
Anticipated Attendance (event only):	
Anticipated Attendance from outside of Calumet County (event only):	
Target Market for Event or Project: (indicate characteristics such as: families, youth, adults, seniors, etc)	
Describe the Geographical Marketing Reach for the Event or Project	
Description of Event or Project:	

Funding Type for the Event or Project:

- ____ Existing Event / Project (Number of Years the event has taken place ____)
- ____ New Event / Project
- ____ One Time Event or Project
- ____ Other Type of Request (Description: _____)

Funding Request:

Room Tax Amount Requested: \$ _____
Total Event / Project Budget: \$ _____
Total Organization Operating Budget: \$ _____

*Room tax requests are strictly for **Tourism Promotion and Development**. For example, the room tax amounts cannot be used for food, beverage, janitorial expenses, etc. Room Tax requests will be reviewed and submitted for approval to the City Council on a first come, first served basis.*

Additional Information:

Does this Event or Project generate Hotel Room Revenue for the City of Brillion? If yes, please provide estimated room nights.

Describe any cooperative activities among other agencies participating in this event or project. Be specific in defining agency roles and contributions. (Commitment letters from these agencies may be attached with the application)

Provide a detailed anticipated promotional schedule identifying detailed specific media coverage such as printed material, specific print ads, radio ads, television ads, billboard coverage, direct mail, and/or social media.

The Event or Project Budget must be attached and demonstrate the need for grant funding assistance. Provide an itemized breakdown of how the requested grant funds will be used.

Post Event Reporting:

Post event reports are due no later than 90 days after completion of the Event or Project. The report shall contain an overview and general accounting of how the allocated funds were used, providing direct examples.

Certification and Acknowledgement:

Sign below certifying that all information in this application has been provided truthfully and in acknowledgement of the following policies:

- Credit must be given to the City of Brillion in marketing and advertising.
- Grant amounts are contingent upon fund availability.
- Payment will be made post event and upon receipt of the event financial summary along with a copy of all the expense receipts.
- I further understand that the quality of completeness of this application will be evaluated, and an incomplete application may be cause for denial of the requested funds.
- The Tourism Committee will review all applications and make recommendations for funding to the City Council. All final funding approvals will be made by the City Council.

Event / Project Coordinator Name (Print): _____

Event / Project Coordinator Signature: _____

Date: _____

Additional Documents:

- Flyer / Brochure of the event
- Event / Project Budget and related Budget documents