

**City of Racine**  
**Department of City Finance**  
**S.T.A.R.T Grant Program**  
**(Supporting Tourism Allocation of Room Tax)**

**Eligible Activities:** The City of Racine has established the S.T.A.R.T. (Supporting Tourism Allocation of Room Tax) Grant program to provide competitive, yearly financial assistance, in the form of small grants, to organized community non-profit groups and organizations engaged in one-time or recurring efforts and activities designed to generate overnight room stays by bringing tourists and visitors to the City from outside the local area. The grant funding is eligible to cover a portion of the costs:

- a.) Associated with providing the labor, equipment, materials and/or supplies, or the contracted services associated with security, logistical, or promotional support of large-impact, destination venues, festivals, events, parades, or sporting events held in the City of Racine and designed to draw attendees from outside the City.
- b.) Of professional services when same are in pursuit or support of tourism promotions and marketing or the development or enhancement of programs or projects, one-time or recurring, designed to induce spending in Racine from individuals outside Racine on tourism, hospitality, culture, recreation, and/or arts & entertainment.
- c.) Of acquiring personal property and equipment such as sporting and athletic goods, equipment, or protective gear; performing arts equipment, devices, instruments, or gear; games, including tables, boards or hardware; and sound and lighting equipment and/or staging and rigging associated with activities designed to draw visitors from outside the community.
- d.) Of acquiring, fabricating, and/or installing physical markers, signs, plaques, street furnishings, elements of infrastructure, sculptures or art pieces which designate, or are component parts of, or associated with destinations, or features combining together as destinations of an historic, cultural, entertainment, or artistic nature designed to draw visitors from outside the community.
- e.) Of advertising, royalties, awards, prizes, or sponsorships associated with activities covered in a.) through d.) herein.

**Source of Funding:** Each year, the City shall develop a Budget for the use of that fiscal-year's expected receipt of Room Tax revenues, along with any Fund Balance carry-forward of prior year's Room Tax revenues and any earnings thereon, consistent with Wisconsin State Statute, Section 66.75 and the City's established policy on the use of room tax proceeds. Each such Budget shall assign and allocate a portion of Room Tax Revenues, not to exceed forty-percent (40%) of budgeted yearly expenditures, to fund the S.T.A.R.T. Grant program.

**Terms & Requirements:** Grant-eligible applicants must be public, quasi-public, or private organizations, operating as non-profit, or not-for-profit entities, engaged in events, activities, or programming which, whether as a primary or identified objective, or as a matter of consequence, will likely result in tourists

or visitors from outside the local area coming to the City of Racine. Applicant organizations may submit applications yearly for one, or as many as three (3) separate and distinct eligible programs, events, activities, or expenditures, with a combined maximum yearly grant award not to exceed twenty-five-thousand dollars (\$25,000). Organizations that received grants in the past are eligible to re-apply each year, ~~but preference will be given to events, programs, activities and/or expenditures which represent new or first-time efforts~~ but only to the extent that the activity or event for which they are making application represents a new or first-time activity, event, or element of an event. It is not the aim of the S.T.A.R.T. Grant program to provide recurring yearly funding to established activities or events, but rather to assist with funding new initiatives. Eligible activities must occur within the corporate limits of the City of Racine. Further, they must be open and accessible to the general public, be non-discriminatory and non-political, and held at a venue or in an area which is ADA-accessible. The Grant may not support more than fifty-percent (50%) of the applicant organization's total yearly efforts, programs, activities or events. Applicants may match or cover the remaining costs of non-grant obligations though cash or in-kind volunteer efforts or donations of money, goods, or services. Successful applicants will receive ninety-percent (90%) of grant funds at award, and the remaining ten-percent (10%) upon submission of a post-completion (of the activity, event, program, installation, expenditure) report. Failure to submit a report within 60 days of completion, or submission of incomplete information or inadequate summary data may result in the withholding of the final ten-percent (10%) and/or affect the funding of future applications. If for any reason, an awardee is unable to move forward with, fulfill or complete the program, event, project, or activity to which the grant funds were awarded, the awardee shall promptly return any and all unused and unspent funds to the City, along with an accounting (including itemized invoices, receipts, etc.) of all funds spent and a narrative explanation of the reasons for the lack of fulfillment or completion. If funds were spent on tangible goods or physical equipment still in the awardee's possession, the City may require forfeiture of same.

**Application & Award:** Application forms will be available on line at [www.cityofracine.org](http://www.cityofracine.org) or from the Office of the Finance Director, first floor City Hall, 730 Washington Avenue, Racine, WI 53403. Applications will be accepted each year by 5:00 p.m. on the last business day preceding (and including) December 1<sup>st</sup>. A Review Committee, consisting of the Mayor and City Administrator of the City of Racine, along with The President of Real Racine, shall meet within three weeks of the application deadline and review, evaluate and recommend Grant awards from among those eligible applications received. Grant recommendations must receive Common Council approval, prior to formal award and disbursement. Grant Awards will be released by no later than mid-February.

### **S.T.A.R.T. Grant Application**

Applicant Organization: \_\_\_\_\_

Project Name/Description: \_\_\_\_\_

\_\_\_\_\_

Date(s) of Project/Event/Activity: \_\_\_\_\_

Address of Organization: \_\_\_\_\_

President/Manager/CEO of Organization or Chair of Board: \_\_\_\_\_

Phone:(\_\_\_\_) \_\_\_\_\_ Fax:(\_\_\_\_) \_\_\_\_\_

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

Primary contact (person responsible for this project.): \_\_\_\_\_

Phone:(\_\_\_\_) \_\_\_\_\_ Fax(\_\_\_\_) \_\_\_\_\_

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

Grant Amount Requested: \$ \_\_\_\_\_

\_\_\_\_\_  
Signature of President or Chair of Organization

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Primary contact

\_\_\_\_\_  
Date

**Project, Event or Activity Description:**

On a separate attachment, please provide your detailed response to the following questions:

Describe the purpose of your organization.

Describe the project, event or activity. This should include:

- Where the project, event, or activity will take place or be used or installed.
- The dates of the event or schedule of the project or activity. If the project will be done in stages, what are the dates of expected completion.
- The types of activities that will take place.
- Who will be involved
- Your goals for the project, event or activity. These could include the number of people, dollars raised, number of overnight visitors or room nights, or the economic impact to the area.
- The list of groups, organizations, volunteers, and others who will partner with you. (if applicable)
- The geographic area and the demographics of the visitors that you expect to attract to the event or project.
- Your marketing plan
- Is this a first time event or activity? One-time? Recurring? A temporary or permanent installation?
  - If the event or activity is recurring or ongoing...
  - -how many years has it been in existence?
  - -what was the attendance at last year's event or activity?
  - -what percentage of attendees came from significant distance (50 mi.+)?
  - -what is the estimated number of room nights for last year's event?

**Budget**

### Projected Expenses

	In-kind	Cash	Included in Grant
<b>Operational Budget</b>			
Travel & Entertainment			
Food/lodging			
Professional services			
Equipment			
Art/sculpture			
Site Fees			
Equipment Rental			
Insurance			
Security			
Labor			
Signs/plaques			
<b>Total Operational Expenses</b>			
<b>Promotional Budget</b>	In-kind	Cash	Grant funds
Marketing/Promotion			
Local			
Non-local			
Mailing			

Social media/ online marketing			
Printing			
Development of promotional materials			
Other:(incl. awards/prizes)			
<b>Total Promotional Expenses</b>			
<b>Total Operational Expenses</b>			
<b>Total Expenses</b>			

**Total Event Budget: \$ \_\_\_\_\_**

**Anticipated Income**

**Sponsorships (cash donations): \_\_\_\_\_**

**Contributions (in-kind services, goods): \_\_\_\_\_**

**Food/beverage sales: \_\_\_\_\_**

**Ticket/admission charges: \_\_\_\_\_**

**Booth space rental: \_\_\_\_\_**

**Membership fees: \_\_\_\_\_**

**Auction or Sale of Goods/services/Art: \_\_\_\_\_**

**Other: (Describe): \_\_\_\_\_**

**Post Event Report should include the following information:**

**Goals:**

Restate your quantifiable, measurable goals. Did you meet them? Why or why not?

How did you measure your goals?

### **Return on Investment**

As a result of this effort, what is your estimate(s) of visitor/participant spending?

How did the event or project stimulate the local economy? Add to the culture or well-being of the community?

### **Earned PR or Media Coverage**

Outline the media coverage received. Include samples of print media or date and time of electronic media coverage.

### **Changes/Modifications**

If you were to pursue or complete again, what would you do different and why?

#### **Also include:**

Event/Project/Activity financials to include Income and Expenses (cash only, not in-kind, staff)

Survey from event holder.

Samples of collateral material and advertising

Photos of the event/activity/installation.