



October 4, 2006

Janice M. Johnson-Martin  
City Clerk  
730 Washington Ave.  
Racine, WI 53403

Dear Janice:

I would like to submit the following plan for the instituting of a City of Racine Special Event Grant Fund to the City council for their approval. The fund itself has been in place since January 1, 2006 and the enclosed guidelines and application forms are for non-profit groups who wish to apply for funding.

You can contact me at 884-6405 if there are any questions.

Sincerely,

Dave Blank  
Executive Director  
Racine County Convention and Visitors Bureau

■  
VISITORS CENTER &  
ADMINISTRATIVE OFFICES  
14015 Washington Avenue  
Sturtevant, WI 53177  
(262)884-6400 Local  
(800)272-2463 Toll Free  
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■  
DOWNTOWN OFFICE  
345 Main Street  
Racine, WI 53403  
(262)634-5267  
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■  
INTERNET ADDRESS  
[www.racine.org](http://www.racine.org)

**Great Fun on a Great Lake!**

The City of Racine established the Special Events Grant Fund to help fund events that will bring in visitors from outside of local area who are likely to stay overnight in an area hotel, motel or Bed and Breakfast. The fund utilizes 10% of the total room tax collected by the City of Racine.

Applications will be available on-line at [www.racine.org](http://www.racine.org) or at either of the Racine County Convention and Visitor Bureau (RCCVB) offices located at 413 Main St. or 14015 Washington Ave. beginning October 16, 2006. All applications must be received by the RCCVB by 4 p.m. on December 1, 2006. The review committee will meet in December and the grants will be announced in early January, 2007. The committee will consist of representatives from the City of Racine; the Racine Parks, Recreation and Cultural Services Department; the Racine Civic Centre; a Racine hotelier/B & B; Racine County Convention and Visitors Bureau and Sustainable Racine.

The program accepts applications from 501c 6 and 501c3 private, non-profit corporations for the marketing of events which will occur within the City of Racine. The event must be open to the general public, non-political in nature and be held in a venue that is ADA accessible. Conventions and exhibitions as a component of a convention and business meetings are not eligible for funding. The grant must be used for marketing the event outside of the Racine metropolitan area. This is a matching grant fund, which means that the organization must at a minimum match dollar for dollar the amount requested. This can be done either "in-kind" or by cash. **The "ideal" event will be a first time event, held over multiple days in the non-summer months that is likely to attracts thousands of overnight visitors from outside of the area that fill hotel rooms.**

Those awarded grants will receive 80% of the total amount awarded at that time, with the remaining 20% being awarded upon submission of a post-event report. Failure to submit your post-event summary within 90 days or submitting summaries with incomplete or missing information may affect funding of future applications. If, for reasons beyond your control, you are not able to complete the project for which the original application was submitted, you should notify RCCVB as soon as possible. You have two choices: You may submit a request to the committee to replace the original project with another that is comparable in quality and scope. The request will be reviewed by the committee and voted upon.

or

If you have spent a portion of the funds, you will be required to submit copies of invoices and checks with a final report and return all unused monies to RCCVB along with an explanation letter.

The committee will use the following review criteria when reviewing submissions:

**IMPACT ON THE LOCAL ECONOMY (40%)**

- Overnight lodging stays will be realized 1 2 3 4 5
- Participants will have opportunity to explore community 1 2 3 4 5
- Event occurs during an off-peak season or mid-week timeframe 1 2 3 4 5

TOTAL POINTS: \_\_\_\_\_ x 2.5 = \_\_\_\_\_

**ENHANCEMENT OF THE AREA'S IMAGE (15%)**

- Opportunity for statewide, regional, national media coverage 1 2 3 4 5
- Area's image will be enhanced because of event 1 2 3 4 5
- Event is regional, national, or international in scope 1 2 3 4 5

TOTAL POINTS: \_\_\_\_\_ x 1 = \_\_\_\_\_

**PROVIDER OF OUTSTANDING ENTERTAINMENT AND PARTICIPATORY OPPORTUNITIES (15%)**

- Tickets/admissions would be available to general public 1 2 3 4 5
- Local residents are needed to serve as volunteers for event 1 2 3 4 5
- Local residents will be interested and attend event 1 2 3 4 5

TOTAL POINTS: \_\_\_\_\_ x 1 = \_\_\_\_\_

**CONTRIBUTIONS TO THE COMMUNITY'S QUALITY OF LIFE (15%)**

- Hosting event prepares community for larger opportunities in future 1 2 3 4 5
- Multi-year commitment option is available 1 2 3 4 5
- Event profitability potential 1 2 3 4 5

TOTAL POINTS: \_\_\_\_\_ x 1 = \_\_\_\_\_

**EVENT ORGANIZATION (15%)**

- Local organizing committee/event manager experience hosting similar event 1 2 3 4 5

TOTAL POINTS: \_\_\_\_\_ x 1 = \_\_\_\_\_

## Grant Application

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

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

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

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

President of Organization or Chair of Board: \_\_\_\_\_

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

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

**Primary contact** (person responsible for daily operation of this event. All correspondence and contact will be addressed to this person.):

\_\_\_\_\_

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

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

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

\_\_\_\_\_  
Date

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

\_\_\_\_\_  
Date

### Event Description

On a separate piece of paper please type your response to the following questions:

Describe the purpose of your organization.

Describe the event. This should include:

Where the event will take place

The dates of the event.

The types of activities that will take place

Who will be involved

How many people are expected

The list of groups, organizations and people who will partner with you. (if applicable)

The geographic area and the demographics of the visitors that you expect to attract to the event.

Your marketing plan

Is the event a first time event or an ongoing event

If the event is an ongoing event...

-how many years has it been going on

-the attendance at last year's event

-percentage of attendees that came from over 50 miles away

-the estimated number of room nights for last year's event

## Event Budget

Complete the following budget summary

### Projected Expenses

	In-kind	Cash
<b>Operational Budget</b>		
Entertainment		
Travel		
Housing		
Food		
Administrative		
Site Fees		
Equipment Rental		
Insurance		
Security		
Labor		
Other- operations		
<b>Total Operational Expenses</b>		
<b>Promotional Budget</b>		
Marketing/Promotion		
Local		
Non-local		
Mailing		
Internet marketing		
Printing		
Development of promotional materials		
Other Promotional expenses		
<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):**

**Anticipated Event/Project Income (food/beverage sales, ticket/admission charges, booth space rental, membership fees):**

## **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, how much was the visitor, participant and spectator spending?

How did the event stimulate the local economy?

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

Outline the media coverage received

### **Changes/Modifications**

If you were to do this over again, what changes would you make and why?

### **Also include:**

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

Survey from event holder

Samples of collateral material

Photos of the event