



Town of Geneva Wisconsin Tourism Commission Tourism Promotional Grant Application Guidelines

N3496 Como Road, Lake Geneva, WI 53147
Phone (262) 248-8497 Email: tourism@Townofgeneva.wi.gov

The Town of Geneva Wisconsin Tourism Commission was created in August 2024, with the purpose of promoting and developing tourism within the Town of Geneva, according to the amended Town Ordinance #30 and Wisconsin State Statute 66.0615, beginning January 1, 2025, to disperse 70% of the room tax collected thereafter.

To accomplish this, the Tourism Commission will offer grants to businesses or organizations who will sponsor events of various types to attract visitors, book overnight stays, and have an additional economic impact to the Town of Geneva.

PLEASE NOTE: The funds awarded will only be dispersed AFTER an event in an approved application has been completed, the grant requirements have been met and the business/organization has submitted, within 45 days from the event date, samples of purchased marketing materials with matching paid receipts and the completed Post Event Report to the Tourism Commission for review. The business or organization shall be notified of reimbursement approval or contacted for additional documentation.

"EVENT" DEFINITION: When "Event" is used in all Town of Geneva Wisconsin Tourism Forms it may encompass music, art, culture, seminars, speakers, golf tournaments, magazines, public relations, influencers, strategic familiarization opportunities ("FAM Tours" including paid travel, meals, overnight accommodations and activities) and other forms that promote the Town of Geneva as a tourist destination, creating the need for overnight stays.

REQUIREMENTS: (See additional requirements in the grant application)

Applications for a Town of Geneva Tourism Grant are welcome if they meet the following:

- Grant money received from the Tourism Commission must be used to promote or advertise your event, following state guidelines such as the following:
 - Marketing projects, including advertising buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups
 - Transient tourist informational services
 - Encouragement of visitors to the Town of Geneva through public relations, influencers, and strategic familiarization opportunities.
- The application must be completed and submitted with adequate time for the Tourism Commission's review. Email one copy of the application and support materials that are listed in the application to: tourism@townofgeneva.wi.gov and one copy emailed to clerk@townofgeneva.wi.gov (subject: Tourism Commission Grant). If mailing everything, mail 6 copies of the application and support materials, marked "Atten: Promotional Tourism Grant". Applicants shall be contacted if there are questions, requests for more information, or to amend the application.

- The applicant will be required to appear in person at a commission meeting with a limit of 10 minutes for the presentation. When appearing in person, equipment for digital presentations may not be available, contact the Commission Chair for more info.
- Applicants must comply with Town of Geneva Ordinances and check with the Town for permit requirements before submitting an application.
- Please be aware that the Tourism Commission Chair is to be notified prior to the applicant making any changes to the event as described in the application. Failure to provide proper notice and receive permission from the Tourism Commission Chair may invalidate grant approval.
- Complete Grant applications and support materials are due by noon on the 1st of every month and will be reviewed by the Tourism Commission the following month.
- Maximum application request not to exceed 50% of their event costs.
- The expenditures awarded to the applicant may be made of in-kind commitment from the applicant towards an Event.
- All awarded marketing projects must include the Town of Geneva Wisconsin Tourism Commission Logo and/or, where space allows, "Sponsored in part by the Town of Geneva Wisconsin Tourism Commission".
- All grants awarded must promote the overnight stays in Town of Geneva hotels, motels, B&Bs, and short term rentals. Please refer to a list of short term rentals on the website.
- The grant application will serve as a grant agreement and must be signed by an authorized official, manager, or owner within the business/organization.

The Town of Geneva Wisconsin Tourism Promotional Grant Application, which includes the Post Event Report and the reimbursement form, is available to download on the Town of Geneva website.

Applicants may email tourism@townofgeneva.wi.gov or call (262) 248-8497 with questions.

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TOURISM COMMISSION PROCEDURES: (Tourism Commission Bylaws are available on the Town Website)

- Grant limits are subject to the Tourism Commission's discretion and are limited based on available room tax funds.
- The Tourism Commission will review grant applications monthly. After reviewing applications, the Commission shall contact potential applicants for their in-person appearance and may request more information, amend an application. After the Tourism Commission completes all steps they will vote to reject or approve applications. A vote requires a simple majority of members present after a quorum is determined. The Tourism Commission reserves the right to reject any or all applications. The applicant will then be notified of the status of their application.