

# Janesville Area Convention & Visitors Bureau Tourism Marketing Grant Special Event or Marketing Project/Promotion Guidelines

## **Objectives**

The Janesville Area Convention & Visitors Bureau, Inc. (JACVB) is an independent non-profit 501 c 6 organization and serves as Janesville's Destination Marketing Organization. The JACVB established a Tourism Marketing Fund to assist attractions and event organizers with marketing to visitors from outside of Rock County to encourage overnight hotel stays and provide a positive economic impact.

## **Qualifying Projects**

Target marketing audiences must be outside of Rock County, Wisconsin. Qualifying projects include but are not limited to:

- Promotion of a special event to potential visitors outside Rock County
- Development of marketing materials (brochures, videos, website design, direct mail, etc.)
- Advertising buys and social media campaigns
- Conference and sporting event bidding fees

## **Eligibility**

- Strong preference will be given to non-profit organizations or those with a strong and demonstrated partnership with a non-profit

The JACVB will not consider requests from the following:

- Organizations that discriminate because of race, color, creed, gender, religion, or national origin
- Political organizations, candidates for political office, or organizations whose primary purpose is to influence legislation
- Building, brick and mortar, and capital campaigns
- Organizations or events that benefit only a few
- Organizations requesting funding for staffing/administrative/operational/supplies purposes

## **Award Considerations**

Priority will be given to requests that will create overnight stays in the Janesville community. Items considered when reviewing the grant applications include:

- Positive economic impact for a greater number and range of Janesville businesses
- Application quality - complete, well thought out, and timely submission
- Organization requesting grant is a non-profit entity (501.c.3 or 501.c.6)
- Uniqueness/innovation of an event/promotion in serving as a draw for visitors
- Potential of event/promotion becoming self-supporting
- Event/promotion draws county, state, or regional media exposure
- Creating new or increased business for Janesville
- Matching funds from the applicant
- Aligns with the "Janesville, Wisconsin's Great Outside" brand



Convention & Visitors Bureau

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- Time of year (November – May considered non-peak event season, with events or promotions for this time given more weight)
- Whether the event/promotion has received a Tourism Marketing Grant before (if so, if changes have been made that affect economic impact, such as adding a second day)

### **Application Process**

Funds are limited and depending on the quantity and quality of the applications, the fund could be completely allocated in the first round of applications. Applicants are encouraged to apply during the first round, regardless of the timing of the event/promotion.

Tourism Marketing Grant applications are typically reviewed twice a year. **Application deadlines are May 20, 2024 and September 16, 2024.** Applications may be considered at other times at the discretion of the committee. Although allowed, applications are discouraged from being submitted more than a year in advance of the actual event/promotion date. Applications for programs within the next 12 months will receive priority consideration. For a successful marketing campaign, applications should be received at least 90 days before a scheduled special event.

JACVB staff reviews applications and clarifies areas as needed with applicants. The Tourism Marketing Fund Committee reviews and evaluates applications using a scoring sheet and makes recommendations to the JACVB Board of Directors. Written notification is forwarded to the applicants following the Board of Directors vote. Successful applicants are not guaranteed future funding. *The JACVB Board of Directors reserves the right to accept or reject any or all applicants. All decisions are final.*

### **Additional Guidelines**

Awards are to be used for approved marketing, promotional materials, and event bidding fees only. This includes advertising, brochures, videos, direct mailings, and social media placed outside of Rock County. The funds will not cover programs, signage, or other operational items that a visitor would see at the event/location. This fund is intended for advance promotional and marketing programs designed to lure visitors to Janesville. **Advertising placed within Rock County is not eligible for reimbursement.** Approved applicants must keep appropriate accounting records. Actual invoices/receipts must be provided prior to the release of funds. **Direct payment by the JACVB to grant-funded vendors is preferred; however, reimbursement is acceptable in most situations.**

**Approved projects must provide a detailed final report and request for reimbursement for grant-funded items to the Janesville Area Convention & Visitors Bureau, Inc. within 30 days of the event or project end.** The final report will include attendance figures, overall evaluation of the promotion, final budget summary, and an estimate of hotel rooms filled. A survey provided by the JACVB to evaluate the event/promotion must be completed and the results provided to the JACVB in summary form as part of the final report.

*Tourism Marketing Grant recipients will become marketing partners with the Janesville Area Convention & Visitors Bureau, Inc.*

**Tourism Marketing Grant recipients will be REQUIRED to:**

- Acknowledge the JACVB as a sponsor in programs, brochures, ads, and promotional materials
- Use the JACVB logo and slogan “Janesville, Wisconsin’s Great Outside” in all advertising and promotions
- Submit art and/or copy of any marketing paid for by the grant to the JACVB for approval
- Provide a detailed final report and request for reimbursement for grant funded items to the Janesville Area Convention & Visitors Bureau, Inc. within 30 days following the event

**Recipients are encouraged to attend the JACVB’s 2024 Special Event Symposium.**

**The JACVB can be the administrator of all social media advertising that is funded by the grant and can also administer or oversee all other grant-funded advertising.**

The JACVB will offer:

- Assistance with advertising buys
- Distribution of promotional and informational material
- JACVB staff liaison in publicity and promotion
- Direct payment to vendors for covered expenses under the Tourism Marketing Grant award
- Inclusion of event in JACVB literature, including printed & web calendar of events
- A survey that helps organizers evaluate their event

## Application Rating Explanation

Your application is reviewed by a committee of the Janesville Area Convention & Visitors Bureau. A rating sheet is used to attach a numerical value to the following categories:

**1. Will it Generate Overnight Stays?**

One of the primary goals of the JACVB is to draw visitors to Janesville and increase their time in our community by staying overnight.

**2. Will it Create a Direct Local Economic Impact?**

Does your event demonstrate a high potential for visitor draw? What is your estimated attendance by visitors, exhibitors, spectators, and participants? Will this be a one time or annual event/program?

**3. Is There an Effective Promotion/Marketing Plan in Place?**

Does your application identify who you are targeting? When does your promotional campaign start and how will it be distributed up to the date of the event? Is there enough lead-time for your promotion or to adequately promote the event?

**4. Does the Application Reflect Quality Planning?**

Is the application detailed and complete?

**5. Does this Event/Promotion Create a Positive Image for Janesville?**

Will this event/promotion add to the public perception of Janesville or build community pride?

**For additional questions or a copy of the application:**

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# Tourism Marketing Grant Application

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

Purpose/Mission of Organization: \_\_\_\_\_

Name of Project/Promotion: \_\_\_\_\_

Contact Person/Title: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

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

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

Any Partnering Organizations: \_\_\_\_\_

Date of Application: \_\_\_\_\_

Dates of Project: \_\_\_\_\_

## TOURISM MARKETING GRANT ELIGIBILITY CHECKLIST

(Please complete this section before proceeding)

- This event/project/promotion will give a favorable impression of Janesville.
- This event/project/promotion will be seen by out-of-town visitors.
- This event/project/promotion will generate overnight stays in Janesville.
- This event/project/promotion will generate a positive economic impact.

\$ \_\_\_\_\_ GRANT REQUEST AMOUNT

\_\_\_\_\_ I have fully read and understand the guidelines and requirements of the Tourism Marketing Grant.  
(Initial)

I understand that by signing below my organization and I certify that all the information included on this form is true and correct and that we accept responsibility for the repayment of these funds. I also understand that approved grant projects must provide a detailed final report and request for reimbursement for grant funded items to the Janesville Area Convention & Visitors Bureau, Inc. within 30 days of the event. Grant funds will not be paid for items submitted outside of the above stated 30-day time frame.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date



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### Event/Project/Promotion Budget Summary

Describe where, when and why marketing will take place. If necessary, provide a separate page.

Asterisk \* items you are requesting funds to support. This can be left blank if the JACVB will assist with creation of your marketing plan.

A detailed budget must be completed here or attached and should include such specifics as print and design costs, consultant fees, bidding fees, ad sizes, insertion and air dates, and specific media used. All applications MUST include the previous year's budget (if applicable).

Description	Amount
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
(1A) Total of items you are requesting funding to support (asterisk * items):	\$ _____
(1B) Total of items you are not requesting funding support for:	\$ _____
<b>( 1 ) Project Subtotal (1A + 1B):</b>	<b>\$ _____</b>

### Operational Budget Summary

All events/projects, regardless of funding year, must supply a detailed income/expense statement.

Description (Item)	Amount
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
<b>(2) Operational Subtotal:</b>	<b>\$ _____</b>
<b>(3) Estimated Total Cost of Project (1 + 2):</b>	<b>\$ _____</b>
<b>(4) Tourism Promotion Funding Requested:</b>	<b>\$ _____</b>
<b>(5) Percentage of Total Project Budget (4/3):</b>	_____ %

## Event/Marketing Project Description

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

1. Briefly describe the purpose/mission of your organization, what your organization provides to the community, and what group of people (demographic) you intend to bring into our community with this event/project.
2. Describe your event/project:
  - o Type a narrative description of no more than ONE page
  - o Be sure to include what will be involved
  - o Indicate who will benefit
  - o Include the list of groups, organizations and people who will partner with you
  - o Include what the anticipated outcomes will be
  - o Where, when, and how will event or promotions take place (in the case of an event, include estimated visitors and visitor spending)
3. How does your event/project benefit the community/organization? Briefly describe your request specifying whether it is a one-time event/promotion or if it is an ongoing program.
4. What geographic areas are you trying to reach with this event/promotion?
5. What are the specific goals of this event/project and what impact will it have on the community?

## Historical Information

How many years has this event/project been held? \_\_\_\_\_

Has this project received funding through the JACVB Tourism Marketing Grant program in the past?

YES     NO

If YES, please indicate the year(s) and amount(s): \_\_\_\_\_

For events only:

Attendance at last event (if applicable): Spectators: \_\_\_\_\_ Participants: \_\_\_\_\_

What percentage of attendance was visitor draw? (50+ mile radius): \_\_\_\_\_%

Projected attendance for the 2024 event: Spectators: \_\_\_\_\_ Participants: \_\_\_\_\_

Explain how these numbers were determined: \_\_\_\_\_

\_\_\_\_\_

Estimated Room Nights of last event (if applicable): \_\_\_\_\_



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