



5211 SCHLUTER ROAD ■ MONONA, WI 53716-2598
CITY HALL (608) 222-2525
FAX (608) 222-9225
<http://www.mymonona.com>

Re: Monona Tourism Grant Application for 2020-2021

The purpose of the City of Monona Tourism Grant program is to provide financial investments for tourism-related projects, marketing projects, and/or events that promote and develop tourism in the City of Monona which substantially increases overnight stays within the city. Each application to the grant program will be individually reviewed by the Monona Tourism Commission to determine its potential economic impact on local lodging accommodations.

Applications for the 2020-2021 funding cycle must be received by **5:00 p.m. on October 16, 2020**, in order to be eligible for review by the Commission. In lieu of the budget worksheet included with the application form, applicants may submit comparable budgetary documentation. Applicants are **strongly** encouraged to attend a mid-October Tourism Commission meeting (date will be shared with applicants once determined) to review their application(s) and answer any Commissioner questions. The Commission may elect to open a second round of applications at a later date, if funding allows, and will provide notification of any additional funding rounds.

In the event that restrictions due to COVID-19 prevent applicants from completing a proposed project, awarded funds may be carried over to the following year upon approval by the Commission.

Funding Priorities for Monona Tourism Grant Funds:

As required by the Wisconsin Local Room Tax laws, projects must attract visitors to the City of Monona. Priority for funding will be given to unique projects that specifically (among other priorities):

- Generate overnight stays in City of Monona lodging facilities;
- Produce marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups; or
- Provide transient tourist informational services.
- Additional consideration will be given for projects that generate additional tourism-related tax dollars within the City of Monona.

Past successful grant projects have included marketing support for a Lake Monona sailing regatta, the creation of a Visit Monona tourism marketing website, a community music festival, and a pocket guide to area businesses around Lake Monona.

POLICE DEPARTMENT
5211 Schluter Road
222-0463

COMMUNITY CENTER
1011 Nichols Road
222-4167

MONONA SENIOR CENTER
1011 Nichols Road
222-3415

FIRE DEPARTMENT
5211 Schluter Road
222-2528

A copy of the Monona Tourism Grant program application and associated cost worksheet is attached to this letter. For additional questions regarding the Tourism grant program, please contact City Administrator Bryan Gadow, at BGadow@ci.monona.wi.us or 608-222-2525.

Thank you for your interest. We look forward to reviewing your submission!

Sincerely,
Andrew Kitslaar
Monona Tourism Commission Chair

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CITY OF MONONA TOURISM GRANT APPLICATION FORM

For more information, see Monona Municipal Code Title 63, Article III, 66.0615 Wis. Stats., or contact the City Administrator with any questions at (608)222-2525 or bgadow@ci.monona.wi.us

APPLICANT INFORMATION:	
Organization:	Contact:
Email:	Phone:
Mailing Address:	
Event / Project Name:	
Location of Event / Project:	
Date(s) of Event / Project:	
EVENT OR PROJECT INFORMATION:	
Type of Event/Project: <input type="checkbox"/> Performing Arts <input type="checkbox"/> Cultural <input type="checkbox"/> Festival <input type="checkbox"/> Marketing/Info <input type="checkbox"/> Other:	
Description of Project or Event:	
Please describe how this event or project will promote overnight hotel stays:	
Number of Attendees Expected:	Number of Volunteers Expected:
Projected Number of Overnight Hotel Stays:	Number of Hotel Stays Previous Year:
How are you marketing this event or project?	
Event or Project Budget - <i>Attach Budget Worksheet</i>	Amount of Funding Requested:
Use of Tourism Funds:	
Applicant Signature	Date:

APPLICATION PROCEDURES:

- Submit completed application and budget worksheet forms (or similar documentation) by: **October 15, 2020**
- Appear before the Tourism Commission to present request and answer questions about your application.
- Funds available this round: Up to \$52,688.00
- Deadline for expenditure of awarded funds: December 31, 2021

Other requirements:

- Submit electronic (PDF) files of all applications via email to the City Administrator at bgadow@ci.monona.wi.us.

For Tourism Commission Use Only

Date Approved by Commission:

Amount Awarded:

Chair Signature:

Attach conditions for approved grants.

COST ESTIMATE WORKSHEET FOR TOURISM FUNDING

	RATE	#	QTY	TOTAL
LABOR AND SERVICES				
Applicant's Staff Labor / Hour			hours	
Consultant / Contracted Service				
Volunteer Labor			hours	
EQUIPMENT				
SUPPLIES				
CASH (OUT OF POCKET) EXPENSES				
Hired Consultants / Contractors				
Purchased Equipment				
Purchased Supplies				
OTHER FUNDING SOURCES / PROJECT PARTNERS (LIST ALL):				
Grants				
Donations				
ESTIMATED TOTAL				\$