

## **TOURISM GRANT PROGRAM**

Quincy Tourism Commission  
Quincy Town Hall  
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*Mission Statement: The Quincy Tourism Commission's mission is to promote the Town of Quincy, Wisconsin as the premiere destination in Central Wisconsin for fun, business, and entertainment & recreation.*

The Town of Quincy established a hotel/room tax to raise revenue for tourism development and promotion. The Quincy Tourism Commission receives 70% for the hotel/room tax generated on a quarterly basis. Sec. 66.0615(1m)(d)3 states that "A commission shall use the room tax revenue that it receives from a municipality for tourism promotion and tourism development in the zone or in the municipality."

The Quincy Tourism Commission has allocated a percentage of its room tax revenue for the development or expansion of visitor attractions and amenities through a grant program. This mission of the program is to promote the Quincy area as a destination by attracting visitors, encouraging overnight stays, increasing visibility and making an overall positive impact in our community. The Quincy Tourism Commission Grant Program will provide partnership funding to help an organization with tourism promotion and tourism development of the Quincy area.

*Note: All promotional materials created and/or distributed with Quincy Tourism Commission funds must indicate that the project is "Sponsored by the Quincy Tourism Commission."*

### **Applicable initiatives**

1. **Capital Projects** (Non-profit organization or unit of government only)
  - a. New capital construction projects
    - i. Funds can be used for real estate acquisition, construction or architectural/engineering costs
  - b. Upgrades, enhancements, expansions to existing facilities

- i. Funds can be used for real estate acquisition, construction or architectural/engineering costs or space/materials to support an interactive visitor experience

- c. Permanent exhibit installations
  - i. Funds can be used to establish exhibits that may stay for a period of months or years, but will continue to be large tourism magnets or have the potential to generate long-term interest, bringing new visitors to the area
- 2. **Events** to draw additional people to the area (Non-profit organization or unit of government only)
  - a. One time event
    - i. Is unique enough that the likelihood of it being repeated is minimal
    - ii. Must be able to bring in a sufficient amount of visitor spending
  - b. New/recurring event
    - i. An event that has not been previously held in the Quincy area
    - ii. An event that is intended to repeat regularly
  - c. Signage (For-profit organization, non-profit organization or unit of government)
    - i. Wayfinding (vehicular or trails), On-site Attraction or Visitor Information
  - d. Promotional Assistance (For-profit organization, non-profit organization or unit of government)
    - i. Print, Digital or Outdoor Advertising intended to create incremental visits to the Quincy area
    - ii. Marketing/Advertising initiative must be targeted to potential visitors outside of a 50 mile radius of Quincy

**Initiatives Not Eligible:** Including but not limited to:

1. Feasibility Studies
2. Market Research
3. Annual Fund Drives
4. Endowment Funds
5. Reimbursement for Previously Incurred Expenses
6. Travel and/or Employee Payroll

**Deadlines for Applying**

- Round 1 – March 15
- Round 2 – June 15
- Round 3 – September 15
- Round 4 – December 15

### **Grant Process**

1. Submit your application by the stated deadline to the Town of Quincy Clerk at the Quincy Town Hall.
2. Quincy Tourism Commission meets quarterly to review grant applications; notice will be sent as to the date of the meeting where your grant application will be reviewed.
3. Applications are approved by the Quincy Tourism Commission; if approved, checks for 70% of the approved grant will be sent out within 2 (two) weeks of approval.
4. Applicants will be notified of grant award via email once approved.
5. If an event is completely cancelled, grant funds are to be immediately returned to the Quincy Tourism Commission.

### **Funds Available and Use of Grants**

- The Quincy Tourism Commission grant will not be more than 50% of the total cost of the project.
- Funding match by recipient can come from the operating budget or may be secured from other grants, donors, sponsors or other sources.
- Grant funds may not be spent on operating costs or recurring expenses.

### **Payment of Grants**

- Grant recipients will receive 70% of the funds upon approval of the application. The remaining 30% will be paid after the Grant Follow Up Report and receipts have been submitted and reviewed by the Quincy Tourism Commission.
- This will be the procedure for payment unless another specified payment schedule is outlined in the grant application and approved by the Quincy Tourism Commission.

**Every grant application will be considered on its own merits.**

**It is within the Quincy Tourism Commission's authority to approve or deny a grant request for any reason, in accordance with Wisconsin State Statute, section 66.0615.**