



Tourism Promotion and Development Funding Request Process

Objective

Since 1996, the City of New Richmond has collected a lodging tax under Wisconsin State Statute 66.0615. Lodging tax receipts are used to stimulate, promote, advertise, develop and publicize tourism and development of the City and hotel and business community.

The Tourism Committee is responsible to develop, review and providing funding recommendations to the City Council which are related to tourism promotion and development.

Funding Request Process

Funding Request Applications will be accepted January 1 through June 30 of each year for the subsequent budget year. For example, funding applications for budget year 2020 will be accepted January 1, 2019 – June 30, 2019.

Funding Request Applications can be obtained on the City's website at www.newrichmondwi.gov. Applications must be completed in entirety and received no later than June 30 to be considered for funding. Completed applications can be mailed to City of New Richmond, Attn: Finance Director, 156 E 1st Street, New Richmond, WI 54017 or email to rails@newrichmondwi.gov.

Applications will be reviewed during the Tourism Committee's August or September meeting. The Tourism Committee will make funding recommendations to the City Council in September or October of each year. Funding requests will be authorized as part of the City's budget hearing typically held in November or December of each year. Disbursement of approved funding requests shall not occur prior to January 1 of the year in which the expenditure has been budgeted.



Tourism Promotion and Development Funding Request Application

Please provide the following information to assist the Tourism Committee in understanding the funding requested and how the funding will stimulate, promote, advertise, develop and publicize tourism and/or develop tourism within the City and hotel and business community.

Name of Applicant: _____

Organization: _____

Federal ID Number: _____

Tax Status of Applicant (Corporation, Non-Profit, Governmental body, etc)

Mailing Address: _____

City, State, Zip: _____

Telephone: Cell _____ Work _____

Email Address(es): _____

DESCRIPTION OF THE FUNDING REQUEST

Describe in detail the proposed project (attach additional sheets if necessary):

How will the project promote tourism in New Richmond?

What market is the project targeting and why? Provide anticipated number of attendees with supporting detail.

How will the effectiveness of this project be measured? (# of attendees, money raised, # of overnight stays, etc.) If the project has been held in prior years please provide prior year measurements.

How will this event be advertised or promoted?

PROJECT BUDGET

Project funding request: \$ _____

Total project cost: \$ _____. Please attach copy of proposed budget if available.

Will applicant receive any additional funds (grants, donations, event fee, etc)? If yes, please outline the sources and timing of additional funds to be received.

Please provide a timeline for this project including when you wish to receive funding:

Does this project require city resources (road closure, security, city permits, etc)? If so, please list city resources required.

Name and address of person responsible for accounting for the funds?

Please indicate individual responsible for providing feedback (Post Event Report) regarding the effectiveness of this project - even if it does not take place.

Name: _____

Address: _____

Relationship to applicant: _____

In case the event is cancelled reimbursement of funds maybe required.

I declare that I have read the above application and that it is a true, correct and complete statement of the intended use of the requested funds.

Applicant's Name: _____

Signature: _____ Date: _____

Email address: _____

Submit application to:

**Mail: City of New Richmond
Attn: Finance Director
156 E 1st Street
New Richmond, WI 54017**

Email: railts@newrichmondwi.gov

**Fax: 715-246-7129
(Included Cover Sheet Attn: Finance Director)**