Travel Cottage Grove TOURISM ASSISTANCE GRANT APPLICATION

Travel Cottage Grove created the Tourism Assistance Grant to provide assistance to tourism related projects in the Village and Town of Cottage Grove. The grants are funded by room tax dollars collected from local hotels and short-term rentals i.e. VRBO, Airbnb etc. Per state law, room tax dollars must be spent on endeavors that are likely to increase overnight stays in the community where they are collected.

Applications may be submitted at any time and will be considered at the next available Tourism Committee meeting. The committee will decide on requests based on the likelihood that the project will increase overnight stays, the overall economic impact expected within the Cottage Grove community, and the availability of funds at the time of the request. The funds may be used on marketing and advertising your event outside of Cottage Grove to attract visitors to Cottage Grove. It may not be used on operational expenses. Approval of the request should be considered a monetary commitment. To receive funds, receipts spent on marketing must be submitted to CgChamber@cottagegrovechamber.com no later than 30 days after the event is completed. Funds will be paid for receipts submitted up to, but not exceeding, the amount of the approved original grant.

Please submit the completed application and any supplemental material you would like the Tourism Committee to consider to Britt Leach, Executive Director of Tourism at cgchamber@cottagegrovechamber.com or mail to Cottage Grove Chamber of Commerce PO Box 211, Cottage Grove, WI 53527.

APPLICANT INFORMATION	
Organization:	Contact:
Email:	Phone:
Mailing address:	
Event/project name:	
Event/project location:	

Event/project date:
Date of request:

EVENT/PROJECT INFORMATION	
Description of event/project and how the funds will be used.	
Describe how will this project promote overnight stays:	
Number of attendees expected:	Number of volunteers/workers expected:
Number of overnight room nights projected:	Total event/project budget:
Describe other funding sources:	Amount of request:
Applicant signature:	Date:

PROCESS:

- Submit application and any supporting documents no less than 60 days prior to Tourism Committee meeting. Any application submitted under 60 days may be considered for a smaller amount of funds.
- Applicant shall appear at the Tourism Committee meeting to present the request and answer any questions.
- Requests will typically be considered for approval at the same meeting.
- As a condition of approval, applicants will likely be requested to appear at a subsequent meeting or submit a report after the event to report on the success of the event and the efficacy of the grant funding.
- The Travel Cottage Grove logo should appear on all marketing material.
- Please contact the Village or Town of Cottage Grove for special event permit requirements.

Eligible Uses of Funds:

- Graphic design
- Traditional advertising (radio, TV, newspaper)
- Digital advertising and social media campaigns
- Printing and signage
- Website design or maintenance
- Out-of-home advertising (billboards, transit, etc.)

Marketing efforts must demonstrate the intention to reach audiences outside a 60-mile radius.

Ineligible Uses:

- Staffing
- Local-only marketing
- Operational costs
- Award supplies or payouts