

PEPIN TOURISM MARKETING GRANT PROGRAM

GUIDELINES FOR ORGANIZATIONS & INDIVIDUALS REQUESTING TOURISM GRANTS

The Pepin Tourism Grant Program is designed to provide financial investments for marketing of special projects such as first-time events or expansion of existing events or municipal projects.

Requirements:

- Project or event must provide reasonable expectation of overnight stays in the Village of Pepin.
- Completion of Grant Application and Cost Worksheet which is attached to this cover page.
- With few exceptions, the event or project must be held within the Village of Pepin, including the Sportsman's Club facility; the Commission will also consider granting funds to projects and events in the area surrounding Pepin if the grant request is in alignment with our mission of promoting overnight stays in the village of Pepin.
- Public access to the event or project must be provided and allowed.
- Acknowledgement of the Tourism Commission grant to be given in publicity for project / event.
- Grant funding to be payable by presentation of vendor invoice from grant applicant to the Village Treasurer.
- If the grant application is for an event where many people will assemble, It is strongly recommended that the event coordinator(s) obtain event liability insurance to protect the event holder(s) from claims made against them due to injury to guests and/or damage to the venue.
- The Tourism Commission will recommend funding only to individuals and organizations that do not discriminate on the basis of race, color, religion, gender, age, national origin, disability, marital status, sexual orientation, military status, or for any other discriminatory reason.

Exclusions from Funding:

- Funds shall not be granted to offset general operating expenses or payroll
- Room tax funds shall not be used to develop or construct a lodging facility

Funding preference will be given to:

- Nonprofit organizations, other organizations, or individuals looking to advertise a first-time event in the Village of Pepin with specific plans and marketing budget information
- Marketing of projects or events that benefit the local economy by attracting tourism and generating overnight stays in village lodging facilities, as set forth in Wis. Statute § 66.0615