

CTP

Community Tourism Program

The Community Tourism Program (CTP) provides partnership funding to help *non-profit* organizations promote tourism in Whitewater. The CTP grant is awarded to non-profit organizations that hold events which generate tourism and have a broad appeal targeting markets beyond Whitewater.

CTP is a matching grant reimbursement program. Organizations that receive approved applications must provide details on other sources of support. The CTP is administered by the Whitewater Tourism Council (WTC) and is awarded on a monthly, first come, first serve basis.

WTC

171 W. Main St. Whitewater, WI 53190

Ph: 262-473-4005 Fax: 262-753-0067

www.discoverwhitewater.org

CTP Grant Application

Sponsored by the Whitewater Tourism Council

Grant Review Process: -Applicant will fill out form and submit to Whitewater Tourism Council
-Board will review and vote on grant at the following meeting, agenda allowing.
-Director will inform applicant either by phone, mail or email of the boards' decision.
-Applicant may reapply after complying with regulations
-Applicant may contact the Director with any questions or concerns during the process.

Grant Approval Process:

All grants must meet stipulations set by the State Tourism Laws that govern how the Whitewater Tourism Council may spend room tax funds. The event must be a new event, a one-time event or an existing event that is expanding its market base or increasing the scope of the event. Decisions are based on the likelihood of visitors from out of town staying overnight in lodging facilities. This can be supported by marketing to communities over 100 miles away. The over night stays will generate additional tax funds to support the CTP grants in the future. Preference is given to two-day events and events ending late in the evening.

Mission Statement:

The Whitewater Tourism Council (WTC) markets the Whitewater area as a tourism destination. The Tourism Council will promote new and existing attractions and events by providing resources according to Council policy.

Purpose:

The purpose of the WTC is as an advisory Committee to assist in promoting new and existing tourism initiatives. The WTC will market the Whitewater area as a tourism destination by communicating the themes of local history, culture, area attractions and events to targeted market segments.

Funds:

CTP grants are supported with room tax funds collected by lodging facilities in the city of Whitewater. A 5% tax is charged to all guests staying in the lodging facilities. These funds are forwarded to the City of Whitewater. The City of Whitewater keeps 30% for their operating budget and forwards the balance to the WTC. The council then spends the funds in promoting tourism in Whitewater.

State Definition of Tourism:

66.0615 Room Tax (1m)³. A commission shall use the room tax revenue that it receives from a municipality to promote and develop tourism.

AB 298: 1) Define "Tourism Promotion and Development" to allow room tax revenue to be spent on marketing projects, tourist information services, and tangible municipal development-however, requiring all of the above to be extremely likely to generate overnight stays at multiple lodging properties (with different ownership) in the taxed area.

CTP Grant Application Form

Please fill out the application form completely and submit it with all information requested in this section. Indicate detailed marketing plans and strategies along with estimated budget statements.

Please check the type of CTP grant you are applying for:

New Event

A New Event is an event that has not previously been held in the Whitewater area. It is an event the applicant intends to repeat regularly.

Existing Event

Advertising campaign within a new geographic market directed at a new demographic audience. New markets, media and audiences should be chosen based on their potential to increase event attendance.

One Time/One-of-a-Kind Event

So unique that the likelihood of it being repeated is minimal and must be able to still bring in a sufficient amount of tourism.

Name of Event: _____

Date(s) of Event: _____

Estimated Number of Attendees/Target Audience: _____

Location(s) of Event: _____

Organization Name: _____

Contact Name: _____

Address: _____

Phone Number: _____

E-Mail Address: _____

Amount of CTP Request: \$ _____ (not to exceed \$1,000)

Income/Revenue Statement

Contributions Received	Amount
Anticipated Event Income (i.e. food/beverage sales, admission, booth space, etc.)	
Expenses	
Promotional	
Operational	

Total Revenue	
Total Expenses	
Net Income (Loss)	

Please submit completed application to the Whitewater Tourism Council at 171 W. Main St. Whitewater, WI 53190 or fax to 262-753-7015.