



# 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.

Grant Request as follows:

|                               |              |
|-------------------------------|--------------|
| 1 <sup>st</sup> Year of Event | Up to \$1000 |
| 2 <sup>nd</sup> Year of Event | Up to \$750  |
| 3 <sup>rd</sup> Year of Event | Up to \$500  |
| 4 <sup>th</sup> Year of Event | Up to \$25   |

Please return grant requests to:  
Whitewater Tourism Council  
150 W. Main Street, Whitewater, WI 53190  
Ph: 262-473-4005  
tourism@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 board's 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 (WTC) 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 overnight 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 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, tourism 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.



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## CTP Grant Application Form

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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.

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**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.

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

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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: \_\_\_\_\_

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# Income/Revenue Statement

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

|                   |  |
|-------------------|--|
| Total Revenue     |  |
| Total Expenses    |  |
| Net Income (Loss) |  |



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## Post Event Summary

Name of Event: \_\_\_\_\_  
Date(s) of Event: \_\_\_\_\_  
Event Description: \_\_\_\_\_

**Objectives and Goals of Event:** Restate your quantifiable, measurable goals. Did you meet them: Why or why not? How did you measure your goals?

\_\_\_\_\_  
\_\_\_\_\_

**Earned PR or Media Coverage:** Outline the media coverage received.

\_\_\_\_\_  
\_\_\_\_\_

**Changes/Modifications:** If you were to do this over again, what changes would you make and why?

\_\_\_\_\_  
\_\_\_\_\_

**Also include:**

- Complete event financials
- Copy of all advertising receipts
- Photos of the event for future promotions
- Samples of collateral material

Please submit completed application to  
Whitewater Tourism Council  
150 W. Main Street, Whitewater, WI 53190  
For additional information, contact 262-473-4005



# Whitewater Tourism Council Grant

## End of Event Income/Revenue Statement

| Contributions Received | Amount |
|------------------------|--------|
|                        |        |
|                        |        |
|                        |        |
|                        |        |
|                        |        |
|                        |        |
|                        |        |
|                        |        |
|                        |        |

| Event Income (breakdown of total income overall from event) | Amount |
|---|--------|
|   |        |
|   |        |
|   |        |
|   |        |
|   |        |
|   |        |
|   |        |
|   |        |

| Expenses    | Amount |
|-------------|--------|
| Promotional |        |
| Operational |        |

|                   |  |
|-------------------|--|
| Total Revenue     |  |
| Total Expenses    |  |
| Net Income (Loss) |  |

Please submit completed statement to the  
Whitewater Tourism Council  
150 W Main St  
Whitewater WI 53190  
262-473-4005 Tourism@discoverwhitewater.org  
Whitewater Tourism Council Grant  
End of Event Statement





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Please answer these event follow up questions:

1. Please provide a short statement on the events success. Including did you meet your goals, approximately how many were in attendance, etc. (use separate sheet if necessary)

2. Do you plan on holding this event again next year and/or in the future? Do you have any other ideas to add to this event?

Thank you for bringing tourism to Whitewater!