



## **GUIDELINES TO SOLICIT FUNDS LANGLADE COUNTY ECONOMIC DEVELOPMENT CORPORATION DESTINATION EVENT MARKETING**

### **Mission & Purpose**

The Mission of the Hotel/Motel Room Tax Commission is to encourage overnight stays and tourist spending in Langlade County. A major focus of the Room Tax Commission is to fund local organizations and groups aiming to promote tourism and economic development in the area. Langlade County Economic Development Corporation has Room Tax dollars set aside for destination marketing of Langlade County events.

### **Eligibility**

Any non-profit organization or group may apply for room tax dollars set aside for destination event marketing. Applicants are to request funds allocated for tourism destination marketing outside 100-mile radius of the City of Antigo. Priority will be given to projects within the Antigo city limits although requests within Langlade County will be considered. Groups or organizations may apply annually.

### **Fund Distribution Guidelines**

Funds shall be distributed as one-time reimbursement grant of up to \$350 for destination marketing of the event outside a 100-mile radius of the City of Antigo. No matching contribution is required of the applicant(s). The Destination Event Marketing Reimbursement Grant is on a first-come, first-serve basis as there are funds set aside for five (5) events. Limited to one grant per nonprofit organization per year. Grant determinations will be on a competitive basis, in which those projects selected are judged to contribute most to the mission and purpose of the fund. The projects should be submitted one month after the event was held. Application forms are available at the Langlade County Economic Development Corporation located on Northcentral Technical College – Antigo Campus at 312 Forrest Avenue. Groups re-applying must be in good standing.

### **Grant Application Criteria**

1. Applications will be accepted only for nonprofit destination events being held in Langlade County.
2. Applicants must demonstrate that the event will provide a benefit to the Langlade County tourism industry and the broader community.
3. Any nonprofit holding an event in Langlade County can apply for the grant.

### **Grant Reimbursement Criteria**

- The nonprofit organization must provide paid receipts for eligible expenses.
  - Items to be submitted:
    - Invoice or receipt
    - Proof of payment – written check, bank statement, or credit card statement.

**LANGLADE COUNTY ECONOMIC DEVELOPMENT CORPORATION  
DESTINATION EVENT MARKETING GRANT APPLICATION**

Name of Application Organization: \_\_\_\_\_

Event Title: \_\_\_\_\_

Total Cost of Event Marketing: \$ \_\_\_\_\_

Amount requested from LCEDC: \$ \_\_\_\_\_ (cannot exceed \$350.00)

Event date (s): \_\_\_\_\_

Business Organization: Non-Profit \_\_\_\_\_ Corporation \_\_\_\_\_ Partnership \_\_\_\_\_  
(Check all that apply)

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Person's Phone #: \_\_\_\_\_

1. Is this a first-time event?            Yes \_\_\_\_\_ No \_\_\_\_\_

2. Detailed description of the event including contact person's information if different than above. Information will be posted on the Antigo/Langlade County Community Calendar and the Langlade County Tourism Calendar. Event Flyer/Poster can be submitted to be added to the calendar postings.

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3. Describe how the event will be marketed outside of 100-mile radius of the City of Antigo

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4. Describe other marketing for this event.

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Required Enclosures (Check below if included):

- Completed Application
- Event Market Budget
- For Non-profit organizations--attach a copy of minutes approving the project and proof of non-profit status
- Event Listing or Event Flyer/Poster to be put on Community and Tourism Calendar

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

**For Office Use Only**

Date of Event: \_\_\_\_\_

Amount of Grant Approved: \$ \_\_\_\_\_

Date Copies of Documentation Rec'd \_\_\_\_\_

Date Check Disbursed: \_\_\_\_\_

**Return to:**

Langlade County Economic Development Corporation  
312 Forrest Avenue  
Antigo, WI 54409  
715-623-2085  
[kbeck@co.langlade.wi.us](mailto:kbeck@co.langlade.wi.us)

