



EXPLORE
**TWO
RIVERS**
WISCONSIN

EXPLORE TWO RIVERS OPPORTUNITY GRANT PROGRAM

PROGRAM OVERVIEW

The Explore Two Rivers Opportunity Grant program acknowledges the pivotal role of Two Rivers' arts, cultural, nature, and heritage venues in driving tourism and fostering a thriving community. Annually, these diverse attractions contribute significantly to the generation of Room Tax revenue, thereby amplifying their economic impact. **A portion of these Room Tax funds are allocated to provide Opportunity Grants, which range from \$500 to \$5,000 and are distributed quarterly.**

The Explore Two Rivers Tourism Grant program supports tourism-related initiatives within and around the city by providing financial assistance for projects, marketing efforts, and events. This competitive grant program has been established to provide direct operating and marketing assistance grants to organizations that host and operate existing or new tourism events that can demonstrate one or more of the following impacts:

PROGRAM GOALS

The goals of the Explore Two Rivers Opportunity Grant program include:

- Create enhanced visitor appeal to Two Rivers and neighboring communities and elevate the perception of Two Rivers as a tourism destination.
- Promote out-of-county and out-of-state visits and extended stays to generate additional local spending and support economic growth.
- Encourage Two Rivers organizations and attractions to enhance existing events and programs or develop new and unique experiences, events, and attractions that appeal to tourists.
- Collaborate with recreation, hospitality, travel, and entertainment partners to amplify the impact of arts, cultural, nature and heritage experiences, events, and attractions.

FUNDING PRIORITIES

Lodging: Generating overnight stays or extending overnight stays in Two Rivers lodging facilities.

Marketing: Producing marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups.

Collaboration and Partnership: Encouraging collaboration among tourism stakeholders, local communities, government agencies, non-profits, and private sector organizations.

Tourism Product Development: Supporting the development of new tourism products and experiences (experiential tourism) that appeal to different types of travelers. This may include funding for cultural events, festivals, eco-tourism initiatives, adventure tourism activities, agricultural tourism, or heritage preservation projects.

Growing Shoulder Season: The Explore Two Rivers Board of Directors is placing special emphasis on events that draw people to the community during the "shoulder season". Shoulder season starts in late fall and ends in early spring.

APPLICATION

The Explore Two Rivers Opportunity Grant Program is administered by EXPLORE TWO RIVERS, an independent 501(c)(6) organization and supported by the City of Two Rivers' Room Tax Commission. The Explore Two Rivers Opportunity Grant Program provides grants to eligible organizations (hereafter; Applicant) within Manitowoc County and the State of Wisconsin who provide programming, events, or community-based initiatives that serve to promote and grow tourism in the City of Two Rivers,

Application Website: Application details can be found at exploretworivers.com/explore/page/opportunity-grant

Application Process: Applicants must submit one (1) paper copy of all required materials no later than 120 days before the event or project start date. Please contact tourism@two-rivers.org with any questions regarding this form.

Application Decision Dates: EXPLORE TWO RIVERS will review applications quarterly and inform the applicants within 30 days of that meeting decision date. Application review dates are the 2nd Tuesday in January 2nd Tuesday in April, 2nd Tuesday in July and the 2nd Tuesday in October. **Applications must be submitted at least 7 business days before each quarterly review date.**

Application Funding Cycle: Applicants who receive funding in two consecutive years must wait for a full calendar year from their most recent funding year before submitting their next application.

Applications should be submitted by mail to:

Mail: Explore Two Rivers
Attn: Tourism Director
1717 E. Park Street
PO Box 87
Two Rivers, WI 54241

APPLICANT INFORMATION

Applicant's Legal Name: _____

Doing Business As (Optional): _____

Street Address: _____

City: _____

State: _____ Zip code: _____

Contact Person: _____ Title: _____

Phone: _____ Email: _____

Website, if any (URL): _____

EIN # if the event planning organization has one: _____

EVENT INFORMATION

Name of Event: _____

Date(s) of the Event: _____

Funding Requested Amount: _____

Location of the Event: _____

Select the type of event: ☐ Ticket Required ☐ No Ticket Required ☐ Other:

SPONSORSHIP

Include with your application a sponsorship form for the proposed event if you have one.

REQUIRED SIGNATURE

The Explore Two Rivers Opportunity Grant requires eligible Applicants must certify the following:

YES ☐ NO ☐ 1. The Applicant is a for-profit entity, government organization, non-profit entity, or individual: Please indicate which one: _____

YES ☐ NO ☐ 2. If the Applicant is registered with the Wisconsin Department of Financial Institutions, it has one of the following statuses as of the Grant Announcement closing date: "restored to good standing," "incorporated/qualified/ registered," "organized," or "registered."

YES ☐ NO ☐ 3. Neither the Applicant, nor any individual owning 50% or more of the applicant, is listed on the Wisconsin Department of Corrections Sex Offender Registry at the time of application.

YES ☐ NO ☐ 4. The applicant has exercised reasonable care and made all reasonable efforts to obtain and submit accurate information.

YES ☐ NO ☐ 5. The applicant agrees to the terms and conditions set forth in Exhibit 1 of this document.

TERMS AND CONDITIONS

By submitting this application to Explore Two Rivers through its duly authorized representative and accepting any financial assistance awarded to it the Applicant agrees to comply with and be bound by the following terms and conditions:

1. Award. If EXPLORE TWO RIVERS determines that the Applicant is eligible for financial assistance under this program EXPLORE TWO RIVERS may make an award to the Applicant for an amount to be determined solely by EXPLORE TWO RIVERS.

2. Eligibility. The Applicant is responsible for demonstrating eligibility for financial assistance. The Applicant shall hold EXPLORE TWO RIVERS harmless for any and all liability, including but not limited to audit disallowance related to the Applicant's receipt or use of funds, irrespective of whether the audit is ordered by federal or state agencies or by the courts, and the Applicant will be solely responsible for repaying any ineligible amounts (plus any assessed interest, costs, or fees) to the state or the federal government as applicable.

3. Representations and Warranties. The Applicant hereby warrants and represents:

- a. The statements and representations in the Applicant's application are true and correct and through its authorized representative, has read and understands the requirements set forth herein and in the grant announcement.
- b. All information disclosed by the Applicant to EXPLORE TWO RIVERS in the course of its evaluation of the its eligibility for funds is complete and accurate and does not contain any untrue statement of a material fact or omit to state a material fact necessary in order to make the statements contained therein, taken as a whole and in light of the circumstances under which they were made, not misleading.
- c. The Applicant follows all laws, regulations, ordinances and orders of public authorities applicable to it, and neither it, nor any individual owning 50% or more of the organization has, since the date of the grant announcement, been charged with or come under investigation by any law enforcement agency for any state or federal criminal activity.
- d. The Applicant does not discriminate against any employee or applicant for employment because of a protected criterion, including but not limited to; age, race, religion, color, handicap, sex, physical condition, or developmental disability.

4. Repayment of Funds: If EXPLORE TWO RIVERS determines in its sole discretion that the Applicant has made material misrepresentations in its application or has otherwise failed to comply with the terms and conditions herein it shall, upon written demand from EXPLORE TWO RIVERS, repay the funds awarded to it. Any repayment of funds shall be due within thirty (30) days after EXPLORE TWO RIVERS gives written notice thereof to the organization. Any balance due after thirty (30) days shall bear interest at a rate not less than 1.5% per month.

5. Hold Harmless. EXPLORE TWO RIVERS will have no obligation regarding the Applicant's use of the funds. Therefore, the Applicant agrees to indemnify, hold harmless and defend EXPLORE TWO RIVERS and its agencies, officers and employees against any financial obligation or liability regarding the use of the funds, including, but not limited to, injury to any person or property.

APPLICATION AUTHORIZED REPRESENTATIVE

The signatory below certifies that, to the best of his/her knowledge and belief, the information contained in the Explore Two Rivers Opportunity Grant application is true, accurate and complete. The undersigned has authority to sign the intent and legal authorization to agree to them on the Applicant's behalf.

Signature: _____ Date: _____

Print Name: _____

Title: _____

Phone: _____

Email: _____

Note: If more than one authorized representative is required to sign the application, please include a second duplicate page with the co-signers' signature and information.

APPROVED LOGOS



Information about the use of the Explore Two Rivers logo can be found at: https://www.two-rivers.org/sites/default/files/fileattachments/explore/page/7673/explore_two_rivers_brand_guide.pdf

If you have questions about proper logo use or need additional options, please contact our Tourism Director at tourism@two-rivers.org