



Discover Waseca Tourism – Marketing Grant Application

Purpose: The purpose of the Discover Waseca Tourism Grant is to support events, activities, and projects that attract visitors to Waseca, increase overnight stays and local spending, and promote Waseca as a destination. Funding is intended to encourage tourism-related efforts that enhance community visibility, strengthen the local economy, and showcase the unique experiences, businesses, and attractions Waseca has to offer.

Due dates: Grant applications are accepted in two funding rounds each year. The deadline for the first round is **April 30**, and the deadline for the second round is **September 30**. (Grant awards subject to fund availability. Completing the application does not automatically guarantee funds.)

A) Applicant & Event

- **Event name:** _____
- **Event date(s):** _____
- **Location:** _____
- **Contact person & title:** _____
- **Phone:** _____
- **Email:** _____
- **Mailing address:**

- **Website (if any):** _____
- **Tax ID (if applicable):** _____

B) Request

- **Total amount requested (max \$1,000 per event):** \$_____

Grants are paid as follows: 50% up front and 50% after the event is completed (with proper documentation)

- **One-sentence purpose of requested marketing (what you'll promote):**

- **Intended reach (where audience lives; e.g., out of town/region)**

C) Eligibility Checklist (initial to confirm)

___ (1) All paid marketing funded by this grant will target audiences.

___ (2) All ads will **include the Discover Waseca Tourism logo**; radio will say “*in partnership with Discover Waseca Tourism.*”

___ (3) Logo will follow size/usage rules (minimum **1.25" x 0.625"** or $\geq 1\%$ of ad; obtain approval for deviations).

___ (4) I understand this is a partial **reimbursement** grant. **Within 60 days after the event**, I will submit: paid invoices, distribution/placement details, and copies/screenshots/photos of marketing materials showing the required logo or radio mention.

___ (5) I understand partial implementation may result in **pro-rated** payment.

*Note: You do **not** need to list specific ads/vendors now. If awarded, you'll submit invoices and samples after the event for reimbursement.*

D) Measuring Success & Reporting

- Estimated Attendance
- Out of County Visitor Estimate
- Marketing Results
- Photos and brief outcome highlights

E) Certification & Signature

I certify the information provided is true and I agree to the eligibility and reimbursement requirements above.

Authorized signature: _____ **Date:** _____

Printed name & title:

Submit

Email or mail this completed application to:

Discover Waseca Tourism • PO Box 46, Waseca, MN 56093 • info@discoverwaseca.com

Questions? Contact the Tourism office.