



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: _____

Phone: _____

Contact person & title: _____

Mailing address: _____

Email: _____

Tax ID (if applicable): _____

Website (if any): _____

B) Request

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

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

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

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

C) Eligibility Checklist (check to confirm)

- ☐ All paid marketing funded by this grant will target audiences.
- ☐ All ads will **include the Discover Waseca Tourism logo**; radio will say “*in partnership with Discover Waseca Tourism.*”
- ☐ Logo will follow size/usage rules (minimum **1.25" x 0.625"** or **≥1%** of ad; obtain approval for deviations).
- ☐ 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.
- ☐ 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

discoverwasecatourism@gmail.com

Questions? Contact the Tourism office.

Email: discoverwasecatourism@gmail.com | Phone: 507.461.9119