



Thank you for your interest in working with the Franklin Tourism Commission.

Mission Statement:

The Tourism Commission mission is to promote the City of Franklin, Wisconsin as the premiere destination in Southeastern Wisconsin for fun, business, and entertainment & recreation.

Our Core Values:

- **MARKET:** We engage in marketing activities designed to increase tourism awareness.
- **BRAND:** We brand Franklin as a place that has a high quality of life for both residents and visitors.
- **WELCOME:** We support visitors and businesses.
- **DEVELOP:** We partake in activities designed to bring additional revenue streams to the commission and city.

Please keep in mind that by state statute, Tourism Commission funds must be used for tourism promotion and development that is *likely to generate paid overnight stays* at local hotels.



If you would like to request funds or assistance from the Tourism Commission, we invite you to present at one of our monthly meetings, as our agenda allows. Please keep in mind the above mission and core values when making your request, and be prepared to provide answers to the following questions:

- Requesting Organization & Contact Info
- Event/Project Description & Timing
- Impact on Lodging. How does your request translate to overnight tourism for the City? (i.e. how will this request get us “heads in beds”?)
- Event/Project Budget. Please include the full budget for your event or project as well as the amount you are requesting from the Tourism Commission. If necessary, prioritize your needs clearly so we know where you need the most support.
- Use of Funding Support. Please describe in detail how the funds from the Tourism Commission will be specifically utilized.

You may choose to present a written document or presentation, or you may talk to each of these points, but please make sure all the above questions will be answered when making your request.



**CITY OF FRANKLIN
TOURISM GRANT PROGRAM
APPLICATION**

Date
Tourism Commission Use Only
Application Number:

Amount Requested: _____

Section 1: Applicant Information / Description of Organization			
Applicant			
Address	City	State	ZIP Code
Authorized Representative	Title	Telephone Number	
Contact Person	Title	Telephone Number	
E-Mail Address	Fax Number		
Background of organization			
Mission and Objectives of organization			
Target Markets of organization			

TOURISM GRANT PROGRAM - GRANT APPLICATION

Section 2: Project Information
Project Title
Detailed Project Description
Expected Outcomes
What are the project's attendance goals
Please identify how this project/program will specifically be able to generate paid overnight stays in hotels within the City of Franklin, WI.
What are the Specific Geographic and Market Targets for the Project?

TOURISM GRANT PROGRAM - GRANT APPLICATION

Section 2: Project Information (Continued)
Timeline For Implementation
Staffing Requirements

Section 3: Financial Information
Plans For Sustaining the Project's Funding Upon the Expiration of the Grant
List Project Funding Sources, Amounts and Budget Percentage
Explain in Detail How the Tourism Commission Funds will be used in the Project.