



**2018
City of New Berlin
Room Tax Grant
Application Instructions
Due 12:00 PM March 9, 2018**

Application Submittal Instructions –

Full Application

Full proposals must be mailed or hand-delivered to the address below; a faxed or emailed copy will not be accepted. Videos and other supplemental materials are welcome, but cannot be returned to the applicant.

*SMALL GRANTS PROGRAM
CITY OF NEW BERLIN - DEPARTMENT OF COMMUNITY DEVELOPMENT
3805 S CASPER DRIVE – 2nd FLOOR
NEW BERLIN, WI 53151*

- The appearance of the proposal will not be used as criteria: a simple, readable format is encouraged. The following materials are required.
 1. Description of Organization
(*Limit to five single-spaced, printed pages*)
 - ✓ Background of organization
 - ✓ Mission and objectives
 - ✓ Target group(s)
 - ✓ Type(s) of program(s) offered
 - ✓ Number of staff
 - ✓ Current annual operating budget
 2. Complete Project Description
(*Limit to five-single spaced, printed pages*)
 - ✓ Need for the project and how the need was determined
 - ✓ How the project will likely generate paid overnight stays in hotels within New Berlin
 - ✓ Expected outcomes
 - ✓ Plans and timetables for implementation
 - ✓ Staffing requirements
 - ✓ Means for evaluating the project's results
 - ✓ Project's actual or projected expenditures and revenues for the project period
 3. Financial Information
 - ✓ Plans for sustaining the project's funding upon the expiration of the grant from the City of New Berlin.
 - ✓ A list of other funding sources applied to for support of the project
 - ✓ The organization's actual or projected expenditures and revenues for the past and current fiscal year, a complete copy of the most recent financial statements and, if available, a copy of the report or opinion by an independent auditor shall be submitted.

4. Legal Information
 - ✓ A copy of the IRS determination letter concerning Section 501 c(3) status, Articles of Incorporation, By-laws, or a Charter. A list of names and professional affiliations of directors, trustees and board officers shall be submitted with an indication of which officer will sign the grant contract.

Your organization will be notified of the City's Common Council decision concerning the grant request within two weeks following the Common Council meeting at which the request is considered.

GRANT PROGRAM BASICS

- \$13,000 is available.
- **Applications are due on March 9, 2018.**
- A grantee must contribute a match of at least 10% of the grant amount. For example, a grant award of \$5,000 would require a minimum local match of \$500.00.
Maximum Grant Award per year per applicant is \$10,000.

Match Requirements

- The local match can be provided in the form of cash, in-kind services, volunteer time or donations.

Eligibility

- Grants are awarded for projects consistent with one or more of the City of New Berlin's goals for tourism and economic development & revitalization. Grants are given to city departments, non-profit and civic organizations for projects to be conducted within and that directly benefit the City of New Berlin with overnight hotel room stays.
 - ✓ Promote New Berlin as a tourism destination (i.e. informational packets, newsletter, brochures, and holiday event promotions).
 - ✓ Attract business to, and/or retain jobs in the city (i.e. business plan development, façade improvements).
 - ✓ Increase employment opportunities.

Funding Limitations

- These grant monies are not to be used for deficits, supporting ongoing operating expenses, fundraising, repayment of loans, or direct support for individuals, including individual scholarships. Other funding limitation shall include:
 - ✓ Programs that have already been completed.
 - ✓ Programs occurring outside of the grant period.
 - ✓ Out-of-state travel.
 - ✓ Religious or political activity.
 - ✓ Tuition assistance
 - ✓ Hospitality or food costs
 - ✓ Trust, endowment funds.
 - ✓ Profit-making organizations or ventures.
 - ✓ Replacement of deficit funds