



Washington County Tourism Grant Program

Introduction:

The mission of Washington County is to create an environment for residents and businesses to enjoy our authentic quality of life through a well-governed and administered County dedicated to safe and secure communities, economic growth and vitality, effective mobility and reliable infrastructure, and access to basic needs.

The American Rescue Plan Act (ARPA) of 2021 provides \$1.9 trillion in additional relief to respond to the novel coronavirus (COVID-19). According to the U.S. Department of the Treasury, the Coronavirus State and Local Fiscal Recovery Funds (SLRF) allocated under ARPA provide a substantial infusion of resources to help turn the tide on the COVID-19 pandemic, address its fallout, and lays the foundation for a strong recovery. ARPA includes direct assistance to counties to address negative public health and economic impacts of the COVID-19 pandemic.

Washington County has designated \$300,000 of one-time funding to enhance tourism-related activities, promote economic growth, and foster community development. The funding source for this grant is Coronavirus State and Local Fiscal Recovery Funds (SLFRF) under the American Rescue Plan Act signed into law on March 11, 2021.

Eligibility:

Eligible recipients include local governments and nonprofit organizations in Washington County with a commitment to supporting tourism, arts, culture, or community development. The maximum award for any one entity is \$25,000 for a single year, \$75,000 for a multi-year grant, or \$50,000 for an Infrastructure Enhancement project.

Eligible projects include cultural events and infrastructure improvements in Washington County. Priority will be given to enhancements to cultural events and festivals. The grant is not intended to fund standalone marketing and promotional efforts.

- Cultural Events and Festivals: Supporting and enhancing local festivals, art exhibitions, and cultural celebrations.
- Infrastructure Enhancement: Upgrading public facilities (e.g., parks, trails, rest areas) to enhance visitor experiences.

Grants shall be no more than 50% of the event or project funding expenses. No one municipality shall receive greater than 40% of the total available grant funds.

Application Process:

All applications must be submitted by 4:00pm on Monday, April 15, 2024. Applications cannot be submitted after this time. No paper submissions will be accepted. All applications should be submitted as a PDF via email to grants@washcowisco.gov. For submission issues or concerns please contact us at grants@washcowisco.gov. You will receive an email confirmation after submission.

Application Contents: Please submit a written document containing the following information:

- A. Organization & Contact Information
 - 1) Organization name, address, and website (if applicable).

- 2) Contact information for the Fiscal/Applicant Agency (this is the agency named in the grant contract and responsible for the administration of the grant).
 - 3) Organization Overview:
 - i. Brief description of agency's mission and history.
- B. Narrative & Project Description:
- 1) Proposed project title.
 - 2) Detailed description of the proposed project for which funding is requested.
 - i. Historical attendance.
 - ii. Enhancements or new attraction the funds will support.
 - 3) List of deliverables to be created as part of the project.
 - 4) Project start and end dates.
 - 5) Total project budget.
 - i. Grant request amount.
 - ii. Match amount.

An advisory group will review applications and make recommendations to the Washington County Executive and Washington County Board. Grant awards are anticipated to be made the week of May 13, 2024.