



Visitor & Convention Bureau

701 Superior Street  
 PO Box 390  
 Wisconsin Dells, WI 53965  
 608/254-8088 Phone  
 608/254-4293 Fax

## TOURISM ECONOMIC DEVELOPMENT GRANT APPLICATION

*Application to and administered by the Wisconsin Dells Visitor and Convention Bureau, Inc.*

### ACKNOWLEDGMENT BY APPLICANT

The Applicant understands and acknowledges that the Project for which the Applicant seeks a grant from the Wisconsin Dells Visitor and Convention Bureau, Inc. (“Bureau”) must be a “qualified tourism development project” which means that it is a project that 1) is likely to be of benefit to the greater majority of all businesses in the Wisconsin Dells/Lake Delton tourism industry, 2) is unlikely to be developed by the private or public sector without financial assistance, and 3) is not with respect to the development of businesses that offer overnight sleeping accommodations or are directly associated with an existing business that offers overnight sleeping accommodations.

### APPLICANT INFORMATION

The Applicant shall provide the following information. From time to time the Tourism Economic Development Committee of the Bureau may request additional information from the Applicant before acting on an application.

Legal Name		
Trade Name (DBA)		
Mailing Address – Street/PO Box	City	State
Name of Contact (first, middle, last)	Contact Phone	Contact Fax
Contact Email	Tax ID (FEIN)	
Names of board of directors, officers, managing members, partners, managing partners, shareholders and members (depending on whether Applicant is a corporation, partnership or limited liability company). <b>Please provide as an attachment, labeled as A.</b>		

*Please attach your responses to B. through F. in order and labeled as listed.*

**B.** Describe Applicant’s current business activities and provide a brief history of Applicant’s involvement in the greater-Wisconsin Dells tourism economy.

**C.** Provide a description of the business activities that the Project will be engaged in and include the following:

1. Goods or services to be sold – the business activities to be engaged in.
2. Number of employees required by the Project and number of employees not presently employed by the Applicant (in other words, new hires resulting from the development of the Project).

3. Proposed months, days and hours of operation.
4. Five-year operating projections, including the amount of Premier Resort Taxes expected to be collected on an annual basis (current rate is 1.25%).
5. A detailed explanation of how the Project is likely to be of benefit to the greater majority of all businesses in the Wisconsin Dells/Lake Delton tourism industry. This explanation should be supported by projected financial impact estimates or studies (for example, with respect to types of taxes generated, employment impact, compatibility with other businesses, etc.).

**D. Provide a specific description of the physical aspects of the Project and include the following:**

1. Location (street address and legal description of real estate).
2. Site plan.
3. Elevations.
4. Floor plans.
5. Construction specifications.

**E. Provide a detailed explanation of the Project budget (sources and uses of funds) and include:**

1. Project budget, including separate line items for hard and soft costs.
2. Sources of Project financing including debt financing, equity provided by Applicant and other sources of financing.
3. The amount of the grant requested and a detailed explanation of why the Project could not be developed without a grant from the Bureau.

**F. Provide an explanation of the status of the timing of the development of the Project and include:**

1. Has the Applicant received a financing commitment with respect to any debt financing? If so provide a copy of the commitment.
2. Has the Applicant received all municipal or other government approvals/permits necessary to go forward with the Project? If so, please provide copies. If not, please provide an explanation as to when such approvals/permits will be received.
3. Has the Applicant entered into construction contracts and other third party contracts necessary for the development of the Project? If so, please provide details with respect to such contracts.
4. When does the Applicant expect to start construction and when does the Applicant anticipate that the Project will be open for business?
5. Are there any contingencies that are outstanding that if not satisfied would delay or prevent the Project from being developed (other than matters related to financing the Project)?

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**Please indicate that you understand and agree to the following statements:**

Applicant agrees that it shall not have any private or confidential contact with any member of the Bureau's Tourism Economic Development Committee with respect to Applicant's application and that all communications with respect to the Applicant's application shall be provided to the President and/or Executive Director of the Bureau.

Applicant's project is not with respect to the development of a business that offers overnight sleeping accommodations or is directly associated with an existing business that offers overnight sleeping accommodations.

Applicant agrees that the Bureau may elect to recover all or any portion of a grant awarded to Applicant if any information provided by Applicant is inaccurate, incomplete or misleading in any material respect; or in the event the Project is not developed and operated substantially in accordance with the disclosures in the application.

Applicant understands that the Bureau may require that any grant will be "last dollars in" with respect to the financing of the development of the Project and that the Bureau may elect to have the grant dollars disbursed through a title company or financial institution.

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Signature

Date

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Name Printed

Title

Completed application form and attachments should be submitted to:

Romy Snyder  
Executive Director  
Wisconsin Dells Visitor & Convention Bureau  
701 Superior Street, PO Box 390  
Wisconsin Dells, WI 53965

[romy@wisdells.com](mailto:romy@wisdells.com)