



2025 TOURISM DEVELOPMENT GRANT

2nd Round

Application Form

The St. Germain Chamber of Commerce accepts grant applications for costs related to the development of St. Germain visitor attractions and amenities.

Tourism Development grants may not be used for operating expenses, annual fund drives, endowment funds, reimbursement of previously incurred expenses, research, travel or expenses typically considered to be overhead.

Grant deadline:
September 30, 2025

Submit Grant Application to:
Azael Meza
Executive Director
St. Germain Chamber of Commerce
P.O. Box 155, St Germain, WI 54558
sgexecutive@frontier.com

Please complete all sections of this form.

Date of Application:

Name of applicant organization:

Amount of Tourism Development Grant requested:

Business/organization type (check all that apply):

☐Corporation ☐Partnership ☐Sole Proprietorship ☐Non-Profit:

Person in Charge of Project:

Address:

City: State: Zip Code:

Daytime Phone:

Email:

ORGANIZATION INFORMATION

Legal organization name:

CEO:

Address:

City: State Zip Code:

Daytime Phone:

Number of Employees:

Employer's Identification Number: State Federal:

Purpose of Organization:

SIC Code(s): IRS Code:

REFERENCES

May we contact Your Accountant? ☐Yes* ☐No

*A "Yes" answer authorizes your accountant to disclose relevant information that might otherwise be privileged. The St. Germain Chamber will endeavor to maintain the confidentiality of all information so obtained:

PROJECT DESCRIPTION

Project Title:

Project Start Date:

Project Completion Date:

Total Cost of Project(s):

1. Give a detailed description of the project, including answers to the following questions:
 - a. What will it look like?
 - b. What will a visitor experience when there? How long will a visitor spend there?
 - c. When will it be open?
 - d. Is it new to St. Germain or an expansion of an existing attraction?
 - e. What makes it special?
 - f. Is it unique in Wisconsin?
2. Has this project had a feasibility study or market study? If so, please share what you learned. If not, what has been done to determine whether success is likely?
3. Who is the legal owner of the project site, if not the applicant? Describe the relationship between the owner and the applicant.
4. What is the useful life of the building or project?
5. Will the construction of the project require any additional construction?
 - a. Public facilities (e.g., sewage, facilities, road, etc.)
 - b. Public utilities
 - c. If yes to either, please explain:
6. Does this project have municipal, county, or state support? If so, please describe the kind of support the project is receiving.

TOURISM IMPACT

1. What impact will the project have on the tourism economy? How many overnight stays will it generate in St. Germain in the next five (5) years? How did you arrive at that estimate?
2. Describe in detail how the project will be marketed to the **visiting** public, including answers to the following questions:
 - a. Who is your target audience?
 - b. How large do you anticipate your marketing budget to be?
 - c. What kinds of sales, advertising, and promotions will you do?
 - d. Who will provide you with the marketing expertise you need?
 - e. What plans do you have for cross-promotion with other attractions?

COLLABORATION

1. How do you envision your organization working with the St. Germain Chamber once the project is completed?
2. What other attractions or community organizations will you collaborate with?

OPERATIONAL PLAN

1. Describe your detailed operational plans for the organization after completing this project. Be sure to include information on the following if applicable:
 - a. How will you be staffed? How experienced is your staff?
 - b. Have you developed job descriptions?
 - c. How will you ensure adequate operational funding? Funding during the start-up period?

OTHER

What else should we know to help us decide whether to award a grant to assist this project?

FUNDRAISING

How much money do you have left to raise for this project? Provide a detailed plan for raising those funds.

Project Budget

Date prepared:

SOURCE OF FUNDS

Tourism Development Grant request	\$
Contributions collected	\$
Contributions receivable	\$
Contributions remaining to be collected	\$
Loan	\$
Other (specify)	\$
TOTAL	\$

USE OF FUNDS

Land purchase	\$
Land improvements (preconstruction site testing and work)	\$
Construction costs (itemize/detail below)	\$
Legal Fees	\$
Installation	\$
Supplies/Materials	\$
Other (itemize)	\$
TOTAL	\$

REQUIRED ENCLOSURES include all applicable request

Please include one copy of each of the following:

1. Detailed operating budget for this project
2. Proof of property ownership
3. Corporate bylaws, list of board members/partners/other principals involved in this project
4. Your organization's current budget and previous year 990, or profit and loss report
5. A copy of any market or feasibility study that has been done
6. Minutes of meetings at which the board approved this funding request

AUTHORIZED SIGNATORY OF APPLICANT

By signing below, I certify that the information provided in this application is accurate and complete to the best of my ability. I have the authority to sign on behalf of the organization applying.

Applicant Signature

Printed Name

Title

Date