



**City of Lake Geneva Tourism Commission  
Tourism Promotion Grant Application**

Date Submitted: \_\_\_\_\_

Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Name of Event: \_\_\_\_\_

Date(s) of Event: \_\_\_\_\_

Location of Event: \_\_\_\_\_

Type of Event: \_\_\_\_\_

(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: \_\_\_\_\_

Estimated Number of Overnight Stays: \_\_\_\_\_

Annual Event (Yes/No): \_\_\_\_\_

Event/Initiative Start Date: \_\_\_\_\_

Event/Initiative End Date: \_\_\_\_\_

**Note:** Marketing materials & paid receipts to be sent *no later* than 45 days after the end date.

Grant Amount Requested: \_\_\_\_\_

**Provide as attachment the following:**

- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
- 3) Mock-up of Marketing Material to include City of Lake Geneva Logo
- 4) Marketing plan for the event
- 5) Any other helpful information

**Please send the completed application with required  
additional information to [CityAdmin@cityoflakegeneva.com](mailto:CityAdmin@cityoflakegeneva.com)  
and cc: [DeputyClerk@cityoflakegeneva.com](mailto:DeputyClerk@cityoflakegeneva.com)**