



Thank you for your interest in working with the Franklin Tourism Commission. Our mission and core values are the guiding principles on which we decide how to spend our funding.

Mission Statement:

The Tourism Commission mission is to promote the City of Franklin, Wisconsin as the premiere destination in Southeastern Wisconsin for fun, business, and entertainment & recreation.

Our Core Values:

Our Core Values are the Pillars on which we decide how we will spend our funding. These are:

- **MARKET:** We engage in marketing activities designed to increase tourism awareness.
- **BRAND:** We brand Franklin as a place that has a high quality of life for both residents and visitors.
- **WELCOME:** We support visitors and businesses.
- **DEVELOP:** We partake in activities designed to bring additional revenue streams to the commission and city.

If a funding request or initiative does not fall into one of these four pillars, the Tourism Commission may choose not to proceed with said request or initiative. Please keep in mind that by state statute, Tourism Commission funds must be used for tourism promotion and development that is **likely to generate paid overnight stays** at local hotels.



If you would like to request funds or assistance from the Tourism Commission, we invite you to present at one of our monthly meetings, as our agenda allows. Please keep in mind the above mission and core values when making your request, and be prepared to provide answers to the following questions:

- Requesting Organization & Contact Info
- Event/Project Description & Timing
- Impact on Lodging. How does your request translate to overnight tourism for the City? (i.e. how will this request get us “heads in beds”?)
- Event/Project Budget. Please include the full budget for your event or project as well as the amount you are requesting from the Tourism Commission. If necessary, prioritize your needs clearly so we know where you need the most support.
- Use of Funding Support. Please describe in detail how the funds from the Tourism Commission will be specifically utilized.

You may choose to present a written document or presentation, or you may talk to each of these points, but please make sure all the above questions will be answered when making your request.