



EVENT/PROJECT GRANT GUIDELINES

The following information packet will contain criteria/guidelines for a tourism grant from the Middleton Tourism Commission as well as the actual application forms.

- The Tourism Director will assist the applicant, review the information obtained and submit the application to the Tourism Commission for final approval. The Tourism Director may also present the application as circumstances require.
- Applications must be submitted at least 6 months prior to the first day of the event/conference or at least 90 days prior to the 1st ad/announcement of the event/conference that will be using the grant funds for advertising. (For example, if your first scheduled ad runs on June 1, your application must be submitted by no later than March 1.)

Applications are reviewed quarterly – February, May, August, and November. The Tourism Director must receive your application by at least the first of the applicable month for it to be reviewed that month. It is permissible & encouraged to email applications but the time/date stamp on the email header must show that it was received by no later than 3:00pm on the first day of the appropriate month.

- Tourism Grants are provided to attract travelers and/or guests from other areas of the state, region, or nation to Middleton. Tourism is defined by “Someone who has traveled to your community from some other location and does not plan to stay permanently”.
- Funding is primarily intended to, but not limited to, bringing new events, conferences and/or conventions to the city of Middleton and to encourage retention of or multiple years contracting with them. New events may be funded up to three years based upon the need of support to sustain the event, however are not automatically funded without reapplying. **The benchmark maximum that will be allocated by the Commission is equal to \$10.00 per room night generated by the event and/or \$5000.00 for any one event.** (For example, if your event will produce 350 room nights it might be awarded up to \$3,500.00 max. dependant on use.) The award is at the discretion of the Tourism Commission however and the amount to be awarded is determined by available funds as well as direction the intended funds will be used.
- Funding is evaluated by one or more or all of the criteria as follows:
 - By an event or project’s ability to provide overnight accommodations to the city, **recorded history supplied by prior accommodations facilities or grant may not be payable until completion and room pick-up has been verified.**
 - By non-room generating events or projects/events ability to generate “business” (calculated economic impact) to the City. A complete proposal of how the event will impact the City’s economy and the event’s marketing plan will be required. Mandatory inclusion of the [visitmiddleton](http://visitmiddleton.com) site/logo/etc. is required for this type of event.
 - By the project’s pre-event promotion, events or a component of the event’s ability to creatively encourage/enable/introduce its attendees to utilize Middleton’s accommodations, attractions/shopping & dining and the inclusion of the [visitmiddleton](http://visitmiddleton.com) site/logo, etc.
- A **complete/comprehensive** outline of the project or event must be submitted along with a general budget plan and subsequent need/use for funding. Funding requests are typically given for the promotion of event or project outside the local market that will generate an economic impact to Middleton during shoulder periods or off-season dates. Funding requests may also be considered to provide resources or services otherwise unobtainable or unaffordable to the applicant on the basis of not for profit or limited funding.



APPLICATION FORM FOR SPECIAL PROJECT/EVENT FUNDING

(submit draft to jpeterman@cityofmiddleton.us for review in preparation of presentation to the Commission)

Please allow a minimum of 60 days for processing

Name of Project/Event _____

Representative Organization _____

Contact Name _____

Contact Email Address _____

Federal ID Number: _____

Tax Status of Organization
(e.g.-corporation, non-profit) _____

Contact Phone Number _____ Fax # _____

Applicant Street Address _____

City, State & Zip Code _____

Organization Mailing Address _____

City, State & Zip Code _____

Description of the Project/Event

Project date(s) *month, days, year*

Describe in detail the proposed project (attach additional sheets if necessary)

Contracted room night usage

Mo./Day				Total #Rm. Nights
# of rooms/day				

Please also include historical rooms night usage figures from at least the past three years (blocked vs. realized), if applicable, as well as listing the hotels contracted with guest room blocks for this events below.

Mo./Day				Total #Rm. Nights
# of rooms/day				

What are the goals of the project?

What market/demographic are you targeting and why?

How will the project/event promote visitors to Middleton?

Have you previously received funding from the Tourism Commission for this event? (If so, describe the past experience, attach financial information and note amount of grant.)

How will you measure the effectiveness of this event?

Is there opportunity/willingness for multi-year contracting consecutively or within a rotation?

Event Budget

Attach a copy of your proposed budget. If total funding is not awarded, please prioritize the financial needs. Include all resources required including labor and indicate who will be responsible.

What is the dollar amount being requested of the Tourism Commission?

Describe in detail how the funds of the Tourism Commission will be used including itemized breakdown of amounts.

Will applicant be obtaining any additional funds? (If so, explain how, when and where these additional funds will be received).

Who will be responsible for the coordination of the event?

Name[s]	Title

Please list the individuals' experience with coordinating this or other types of events?

Person[s] responsible for accounting for the awarded funds

Name	_____	Name	_____
Address	_____	Address	_____
City/State/Zip	_____	City/State/Zip	_____
Phone	_____	Phone	_____

Relationship[s] to Contact _____

Give a time table breakdown for the event (including marketing, promotion, etc.) including an indication of when applicant wishes to receive funding.

What plans are there to integrate "Middleton" into the event's marketing & advertising?

Post Event Report

Person responsible for giving the Commission feedback, regarding the effectiveness of the event, due no later than two Tourism Commission meetings after the event's final day. (The Middleton Tourism Commission meets the 3rd Tuesday of the month.)

Name	_____
Address	_____
City/State/Zip	_____
Phone	_____
Relationship(s) to Contact	_____

Date that this person will be communicating the feedback/survey results/total room nights consumed/suggestions/observations to the Tourism? Month Date Year



MIDDLETON TOURISM COMMISSION

Under the penalties of perjury, I declare that I have read the above application and that it is a true, correct and complete statement of the intended use of the requested funds.

Print

Authorized Signatory Name _____

Signature _____

Title _____

Today's Day/Date _____

Submit Completed Signed Application Form to:

Julie K. Peterman, CMP
Director of Tourism
jpeterman@cityofmiddleton.us
1811 Parmenter St
Middleton, WI 53562
608-821-8310 Direct