



### Application Guidelines

- 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 project/event or at least 90 days prior to the 1<sup>st</sup> ad/announcement of the project/event 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 by the Tourism Commission on the third Tuesday of every month. The Tourism Director must receive your application by the first of the month for it to be reviewed that month. It is permissible and encouraged to email applications, however, the time/date stamp on the email header must show that it was received by no later than 5:00pm on the first day of the month.

### Eligibility

- 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 a project/event'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/event'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.
  - By the project/event's ability to generate economic impact to Middleton during shoulder periods or off season dates.
  - Applicants with event history greater than 3 consecutive years will be evaluated based on future hotel contracts.

### Payment Policy

- Applicants that have been approved for grant funds will submit receipts for approved expenses within 45 days of the close of event.
- The Middleton Tourism Commission will review expense receipts. Reimbursement payment will be processed within 30 days of approved submission.
- Applicants are required to provide a post event summary including total room night pick up, survey results, feedback/observations and suggestions within 45 days of the close of project/event.