



VISITMIDDLETON.COM
MIDDLETON TOURISM COMMISSION

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 # _____

Street Address _____

City, State & Zip Code _____

Description of the Project/Event

Project/event date(s) month, days, year

Describe in detail the proposed project/event (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				

Number of attendees?

What are the goals of the project/event?

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 project/event? (If so, describe the past experience, attach financial information and note amount of grant.)

How will you measure the effectiveness of this project/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).

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

- 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.



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