



**APPLICATION FORM FOR VISIT MIDDLETON /
MIDDLETON TOURISM COMMISSION GRANT PROGRAM**

Name of Project or Event _____

Representative Organization _____

Contact Name _____

Contact Email _____

Contact Phone Number _____

Street Address _____

City, State, Zip Code _____

Federal ID Number _____

**Tax Status or Organization
(corporation, non-profit)** _____

**Type of Grant Requested (See
Grant Guidelines for help)** _____

Grant Amount Sought _____

Please allow a minimum of 60 days for processing all applications.
Applications for marketing-related grant funding should submit six months prior to the event or no less than 90 days before event marketing would begin.

Description of the Project/Event

Provide the date(s) (m/d/y) for this event/conference/meeting, or expected start date if requesting a grant for a special project:

Describe in detail the proposed event or special project (attach additional documents if necessary):

ROOM BLOCKS/ROOM NIGHTS

Please provide the contracted room nights/room blocks you anticipate for your event and at which Middleton hotel properties:

Month/Day				Total Number of Rooms Blocked for Event
Number of rooms blocked per night				



EXAMPLE:

Date/Property	June 3, 2023, Marriott Madison West-Middleton	June 4, 2023, Marriott Madison West-Middleton	June 5, 2023, Marriott Madison West-Middleton	Total Number of Rooms Blocked for Event
Number of rooms blocked per night	75	35	75	185

If applicable, provide **HISTORICAL ROOM NIGHT** usage from similar past events (held at Middleton or other properties), blocked vs. realized:

Date/Property				Total Number of Rooms Booked for Event
Number of rooms booked per night				

EVENT SPECIFICS

Total number of attendees expected at event?

What market/demographic are you targeting and why?

What are the goals of the event or special project?

How will the project/event promote visitors to Middleton?

What plans are there to integrate “Middleton” into the event’s marketing & advertising?

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

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.*

Describe in detail how the funds from this grant will be used, including itemized breakdown amounts.

What is the dollar amount being requested of Visit Middleton/Middleton Tourism Commission?

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



Post-event Report/Payment

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



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.

Authorized Signatory Name _____ Print

Signature _____

Title _____

Today's Day/Date _____

Submit Completed Signed Application Form to:

Mari Olson
Director of Tourism
molson@cityofmiddleton.us
1811 Parmenter St
Middleton, WI 53562
608-831-8820 Direct