



**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.

Print

Authorized Signatory Name _____

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