



# CITY OF MONONA TOURISM GRANT APPLICATION FORM

For more information, see Monona Municipal Code Chapter 63, Article III; 66.0615 Wis. Stats; or contact the City Administrator with any questions at (608) 222-2525 or [bgadow@ci.monona.wi.us](mailto:bgadow@ci.monona.wi.us)

APPLICANT INFORMATION:	
Organization:	Contact:
Email:	Phone:
Mailing Address:	
Event / Project Name:	
Location of Event / Project:	
Date(s) of Event / Project:	
EVENT OR PROJECT INFORMATION:	
Type of Event/Project: <input type="checkbox"/> Performing Arts <input type="checkbox"/> Cultural <input type="checkbox"/> Festival <input type="checkbox"/> Marketing/Info <input type="checkbox"/> Other:	
Description of Project or Event:	
Please describe how this event or project will promote overnight hotel stays and how you calculated the number of projected hotel stays:	
Number of Attendees Expected:	Number of Volunteers Expected:
Projected Number of Overnight Hotel Stays:	Number of Hotel Stays Previous Year:
How are you marketing this event or project?	
Event or Project Budget - <i>Attach Budget Worksheet</i>	Amount of Funding Requested:
Use of Tourism Funds:	
Applicant Signature	Date:

**ADDITIONAL APPLICATION QUESTIONS:**

Does your Project or Event have any sponsorships with local hotels?

Please provide demographic information on attendees (local/out of town, ages etc.).

In the event that your event/project does not receive Tourism funding, could you still do the event?

If awarded Tourism funding, what specifically would the funds be spent on?

What will be the benefit of this event/project to the local/regional community?

**APPLICATION PROCEDURES:**

- Submit completed application and budget worksheet forms (or similar documentation) by: **October 7, 2021.**
- Appear before the Tourism Commission to present request and answer questions about your application.
- Funds available this round: Up to \$45,714.
- Deadline for expenditure of awarded funds: December 31, 2022
- Funded projects must utilize the Monona Tourism logo in official marketing and sponsorship information.
- Funded project will be required to provide a report and presentation to the Tourism Commission on number of attendees and how the funds were utilized after the event is completed

Other requirements:

- Submit electronic (PDF) files of all applications via email to the City Administrator at [bgadow@ci.monona.wi.us](mailto:bgadow@ci.monona.wi.us).

**For Tourism Commission Use Only**

Date Approved by Commission:

Amount Awarded:

Chair Signature:

Attach conditions for approved grants.

## COST ESTIMATE WORKSHEET FOR TOURISM FUNDING

	RATE	#	QTY	TOTAL
<b>LABOR AND SERVICES</b>				
Applicant's Staff Labor / Hour			hours	
Consultant / Contracted Service				
Volunteer Labor			hours	
<b>EQUIPMENT</b>				
<b>SUPPLIES</b>				
<b>CASH (OUT OF POCKET) EXPENSES</b>				
Hired Consultants / Contractors				
Purchased Equipment				
Purchased Supplies				
<b>OTHER FUNDING SOURCES / PROJECT PARTNERS (LIST ALL):</b>				
Grants				
Donations				
<b>ESTIMATED TOTAL</b>				<b>\$ -</b>