

Greater Mauston Tourism Association Committee - Event Support Grant Application

*****Please Type or Print Legibly*****

Quarter	Application due date	Room Tax will review applications
1 st	January 31	February Meeting
2 nd	April 30	May Meeting
3 rd	July 31	August Meeting
4 th	October 31	November Meeting

Please Note: The Opportunity to apply for GMTA Funds is limited to a period of time publicly posted. It is recommended you submit your request at least 3 months prior to your project/event/program. Applications for funds are due no later than 4 p.m. on each due date listed above.

Submit to: Greater Mauston Tourism Association, 651 N Union St #3, Mauston, WI 53948

Once your application is received, you will receive an agenda by e-mail indicating the date and time of the meeting that the GMTA Committee will review your application. Meeting attendance by contact person or designee is required to answer any questions that may come up.

The goal of this grant program is to stimulate overnight tourism, not every question on this application will apply to all projects/events/programs. Upon completion of the project/event/program, organizations will be responsible to submit paid receipts to receive approved funding, as well as to provide examples of the project/program and its effectiveness. Failure to provide examples of completed projects/event/programs and proof of expenditures will jeopardize future funding.

All projects/events/programs that receive funding will be required to have GMTA brochures along with a provided GMTA sign at their event and have Mauston.org and GMTA logo on all event promotional material and websites. All projects/events/programs that are approved for funding will also receive free advertising on the "What's Shakin" reader board and community shared online calendar (Mauston.org>events) .

Post Event Evaluation must be presented to the GMTA Board within 3 months.

Advance scheduling required for agenda purposes.

**The GMTA may use the information provided on their site Mauston.org at their discretion.

Proposal Name: _____ Date/s of event: _____

Event Address, City: _____

Contact Person: _____ Phone Number: _____

Email: _____

Contact Mailing Address: _____

Requested on behalf of what group? _____

Please list board members and Officers: _____

Are you a Tax Exempt Organization? Yes No Tax Exempt Number: _____

Are you a Profit or Non-Profit Organization: _____

Who maintains funds and finances for the organization? _____

Years the organization/group/agency has been in operation? _____

**The Committee reserves the right to review the organization's most recent tax statement.

Purpose or Mission of the organization/group/agency:

Please indicate which category your project falls in to. If multiple categories, indicate the amount requested for each.

Category	Amount Requested
Print Advertising/Marketing Support	
Physical Asset/Statues/Pictures/Murals, etc...	
Digital Marketing	
Miscellaneous	
Miscellaneous	
Total Amount Requested:	

Please describe the project/event/program.

How will it generate **overnight lodging** in Mauston and in what ways do you plan to track this?

Explain how past project/event/program (if applicable) has impacted **overnight lodging** in Mauston.

Explain what impact your project/event/program will have on all other Mauston businesses (in addition to lodging) including any ways you plan to track this impact.

Will the proposed project/event/program generate revenue? ____ Yes ____ No

If yes, will revenue exceed the amount of expenses, and if so, what is typically done with that revenue?

Estimate how many people and what geographic range will be targeted by any promotions or advertising.

Will the proposed project/event/program include paid advertising or sponsorships from other outlets and if so, please list the groups/sponsors and their committed contributions. Use additional sheets if needed.

Group/Sponsor	Committed Contributions

Please provide the following information you would like to see used in your free advertising provided by the committee:

5-10 key words or brief phrases describing the event: _____

Any costs or fees you would like listed: _____

Phone number, e-mail address and/or website address/es: _____

Would you like an email proof of the free advertising before it goes on-line? Yes No

Please include any other information or materials you believe will help the Committee better evaluate your request: