

**City of Portage Tourism Promotion Committee
Grant Request Proposal Form
2016 Budget Year**

The City of Portage Tourism Promotion Committee is charged with promoting tourism activities within the Portage area whose overall goal is bringing in visitors who will provide a positive impact on the economy of the region.

To assist in its evaluation of proposals that come to it, the CPTPC will use the following criteria:

1. What is the projected visitor impact of this proposal with respect to number of visitors, visitor spending and overnight hotel room generation?
2. What is the level of community impact and public benefit of this proposal?
3. What is the uniqueness or attraction of this proposal that differentiates it from others?
4. Is this proposal from a source having the likelihood of following through to accomplish the goals of the proposal?
5. Does this proposal show evidence of clear, thought-out marketing, operational and financial planning?
6. Does this proposal show evidence of financial need and sustainability?

PROJECT/EVENT NAME	DATE OF REQUEST	AMOUNT REQUESTED
a.	b.	c.
PROJECT/EVENT DATE(S)	DATE REVIEWED	AMOUNT ALLOCATED
d.		
ORGANIZATION OR GROUP		
e.		
CONTACT PERSON	DAYTIME PHONE	
f.	g.	
CONTACT PERSON EMAIL		
h.		

- A. Fill out sections a-b-c-d-e-f-g-h above.
- B. Attach one page briefly explaining the proposal for which funding support is being requested. Be mindful of the criteria listed above.
- C. Fill out and attach the proposed proposal budget sheet to this application.
- D. Submit the 3 pages to the City of Portage Tourism Promotion Committee (CPTPC) at:
 City of Portage Tourism Promotion Committee
 c/o City Clerk
 115 West Pleasant Street
 Portage, WI 53901

NOTE: A brief written report to the CPTPC upon completion of each project is expected. This must be done within 60 days of project completion. Any funds allocated but not expended for the purposes as outlined in the proposal as approved must be returned to the CPTPC within 60 days of project completion.