



**CITY OF PORTAGE TOURISM PROMOTION COMMISSION
 TOURISM GRANT REQUEST FORM
 2022 BUDGET YEAR**

APPLICANT INFORMATION	
Organization or Group:	
Contact:	Phone:
Email:	
Mailing Address:	
Project/Event Name:	
Project/Event Date:	
Project/Event Projected Cost:	
Grant Amount Requested:	
DESCRIPTION OF PROJECT/EVENT: Please share how project/event will promote tourism and overnight stays. A one-page description can be attached to your grant request.	
APPLICATION PROCEDURES	
Submit application and project/event description to: City of Portage Tourism Promotion Commission 115 West Pleasant Street, Portage, WI 53901 Deadline: September 10, 2021	
COMMISSION USE ONLY:	
Date Reviewed:	Amount Granted:

NOTE: A brief report to the CPTPC upon completion of each project/event can be expected each year. Failure to give a report could result in ineligibility for future funding. 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. Applicants must provide all the information requested by the deadline listed above and incomplete applications will be returned.

QUESTIONS: Contact Marianne Hanson at the Portage Chamber of Commerce by email at pacc@portagewi.com or call 608-742-6242.

CITY OF PORTAGE TOURISM PROMOTION COMMISSION GRANT REQUEST PROGRAM GUIDELINES AND INFORMATION

INTRODUCTION

The City of Portage Tourism Promotion Commission (CPTPC) has been created to help promote and market the tourism industry in Portage. The CPTPC revenue source is the City of Portage lodging room tax. The CPTPC provides financial funding to develop tourism in the City of Portage to increase overnight lodging stays.

GRANT REQUEST PROGRAM

The purpose of the tourism grant request program is to assist organizations in hosting tourism and marketing events that will promote a positive image to potential visitors, generate overnight lodging visits, extend visitor stays and provide tourist information services. Grants are to be used for marketing of tourism and tourism development. This is a competitive application, based on limited resource dollars. The grant request program is open on a limited basis beginning in August and applicants will be notified in October if an award is approved.

REVIEW CRITERIA

Applications will be evaluated on the following criteria.

- Projected tourism impact, including visitor spending and overnight room generation.
- Level of community impact and public benefit.
- Uniqueness and quality of the project/event.
- Evidence of careful financial planning, with financial need and sustainability.

ELIGIBLE ORGANIZATIONS AND PROJECTS

Business, civic and volunteer organizations and individuals.

INELIGIBLE ORGANIZATIONS AND PROJECTS

- Organizations that discriminate because of race, color, creed, gender, national origin or limited participation.
- Political organizations, candidates for political office and organizations whose primary purpose is to influence legislation.
- Funding for building (brick and mortar) capital campaigns.
- Fraternal organizations or religious groups with proposals that promote religion or an individual doctrine.
- Virtually held events and/or programs.

RELEASE OF FUNDS PROCEDURE

- Applicants will need to submit a letter and/or invoice to the City of Portage Tourism Commission to receive their grant funds. Funds for the event will not be released until 30 days prior to the event date listed on your application. Upon submission of this request and all required information (by-laws, tax ID, W-9, budget, etc.), the City of Portage Clerk will issue payment.
- All print advertising materials must include the CPTPC logo, and this can be obtained by contacting the Portage Chamber of Commerce.

The CPTPC reserves the right to accept or reject any or all applications. All decisions are final. Contact Marianne Hanson at the Portage Chamber of Commerce by email at pacc@portagewi.com or call 608-742-6242 with any questions.