



VILLAGE OF JOHNSON CREEK TOURISM COMMISSION ROOM TAX TOURISM GRANT APPLICATION

Beginning January 1, 2017, the State Law mandates the Village forward to a tourism commission any room tax revenue exceeding the amount the municipality may retain. The Commission must spend room tax revenue on tourism promotion and tourism development.

Tourism Promotion and Tourism Development is defined in the Wisconsin Statutes to mean any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment in the municipality on which room tax is imposed:

- Marketing projects, including advertising buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups.
- Transient tourist informational services.
- Tangible municipal development, including a convention center.

Transient tourist means any person residing for a continuous period of less than one month in a hotel, motel, or other furnished accommodations.

The Commission is obligated to submit on an annual basis a detail report of its room tax expenditures to the Wisconsin Department of Revenue.

The Room Tax Tourism Grant program is designed to promote tourism related activity within the Village of Johnson Creek with specific emphasis on tourism that is reasonably likely to generate overnight stays in hotel facilities.

APPLICATION DEADLINES:

Submit your application electronically to the Village of Johnson Creek: katien@johnsoncreekwi.org

2019:
First Monday in February
First Monday in May
First Monday in August
First Monday in October

ELIGIBLE PROJECTS AND USE OF FUNDS:

- Design, production, and placement costs for marketing initiatives that target visitors from outside the Village of Johnson Creek and its surrounding communities. This includes but is not limited to: brochures, fliers, posters, direct mail, registration materials, media advertising (print, radio, television, web), and website enhancements that are reasonably likely to increase tourism and overnight stays in the Village of Johnson Creek.
- Web and social media marketing programs that increase traffic of visitors from outside the Village of Johnson Creek and its surrounding communities.
- Purchase of marketing lists, search engine marketing ad words, google ad words.
- Offsite signage such as billboards that target visitors that live outside the Village and its surrounding communities.
- Grants are structured as reimbursement grants; groups awarded a grant must submit documented receipts and documentation of qualifying products and services to receive reimbursement. In-kind fees are not eligible.

ELIGIBLE APPLICANTS:

- Organizations must be recognized by the IRS and/or Wisconsin Department of Financial Institutions.
- Individuals or organizations looking to create a first-time event in the Village of Johnson Creek with specific plans and budget information.
- Event is located within the Village of Johnson Creek and/or has the potential of adding paid overnight stays in the Village of Johnson Creek.
- The event or promotional opportunity should demonstrate economic impact as it relates to tourism and is reasonably likely to generate multiple paid overnight stays in the Village of Johnson Creek.
- Repeat grant applicants that have filed timely post event reports.

GRANT RECOGNITION:

All awarded marketing projects must include the Village of Johnson Creek logo in printed materials noting the event, as well as on all event day signage and messaging.

GRANT LIMITS:

- Grants will be limited based upon funding.

ADDITIONAL INFORMATION:

- All grants will be evaluated on established criteria by the Village of Johnson Creek Tourism Commission.
- The grant expires the latter of one year after awarded by the Village of Johnson Creek Tourism Commission, or when the specific grant term expires.
- Grantees should request funds via email to katien@johnsoncreekwi.org, in person at Village Hall, or by mail to: Village of Johnson Creek, attn: Tourism Director Katie Newcomb, 125 Depot Street, P.O. Box 238, Johnson Creek, WI 53038.
- It is highly recommended group organizers consider blocking hotel rooms in advance to avoid any conflicts with availability.

EVALUATION CRITERIA:

Completeness and quality of the application.

A well-developed marketing strategy that can reasonably be expected to generate multiple stays in the Village of Johnson Creek.

The event and application substantiate local economic impact from:

- local visitors
- day trip visitors
- overnight visitors

The organization is recognized by the IRS and/or Wisconsin Department of Financial Institutions; or is a first-time event.

The event is unique, unduplicated within the Village, and creative.

REVIEW AND AWARD PROCESS:

- Timely grant requests will be reviewed by Johnson Creek's director of tourism for completeness before formal submission to the tourism commission.
- The tourism commission will review proposals based upon the Evaluation Criteria.
- The tourism commission will review and make a final grant determination at one of their four regularly scheduled yearly tourism commission meetings.
- The tourism commission chair will sign off on any awarded grants.
- Grant applicants will be informed of the grant determination by the director of tourism.



**VILLAGE OF JOHNSON CREEK
TOURISM COMMISSION ROOM TAX
TOURISM GRANT APPLICATION**

Name of Event:
Grant Request Amount:
Event Date(s) or Date Range:
Event Location:
Projected Number of Attendees:
Estimated Number of Hotel Stays from the Project/Event:
New Event/Project <input type="checkbox"/> Existing Event/Project <input type="checkbox"/>
<small>Type text here</small>

Name of Organization:
Authorized Official Name and Title:
Email Address:
Organization Website URL:
Organization Address:
Daytime Telephone:

Provide a detailed marketing plan or strategy. Complete the marketing budget below that lists each marketing piece, the location of the piece, approximate dates of views, cost, planned distribution of materials etc. Outline specifically how this plan is reasonably likely to generate overnight stays in the Village of Johnson Creek. Additionally, highlight those marketing materials that are outside Jefferson County and those that are over 75 miles away, including Madison, Milwaukee, Rockford, and Oshkosh markets.

OTHER REQUIRED DOCUMENTS:

- PROJECT OR EVENT BUDGET
- IRS DETERMINATION OR PROOF OF RECOGNITION BY THE WISCONSIN DEPARTMENT OF FINANACIAL INSTITUTIONS.

I understand the restrictions placed on the expenditure of room tax funds governed by the Johnson Creek Tourism Commission and certify that the requested funds will be used for the purposes described in this application or approved by the Commission. I understand that the use of funds is subject to review.

Name	Title	Date
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Grant award amount _____

Date of award _____

Signed _____

Village of Johnson Creek Tourism Commission Chair



**VILLAGE OF JOHNSON CREEK TOURISM COMMISSION
ROOM TAX TOURISM GRANT APPLICATION
APPLICATION EVALUATION WORKSHEET**

Reviewer Name:

Applicant Organization:

Project/Event:

Grant Request:

Recommendation: