



VILLAGE OF JOHNSON CREEK TOURISM COMMISSION ROOM TAX TOURISM GRANT APPLICATION

2021 GUIDELINES

The following guidelines are to assist with drafting a tourism grant application to the Village of Johnson Creek. If you have any questions, please contact Village of Johnson Creek Tourism Director Katie Newcomb at 920-699-2296 or katien@johnsoncreekwi.org.

Wisconsin Law mandates the Village forward any room tax revenue exceeding the amount the municipality may retain to a tourism commission. 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 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; and
- 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 a detail report of its room tax expenditures to the Wisconsin Department of Revenue on an annual basis.

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 Village of Johnson Creek facilities.

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 of Johnson Creek 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, as well as submit a report from Johnson Creek facilities that highlights how many overnight stays were utilized as a result of events. In-kind fees are not eligible.
- Grant amounts are based on the number of overnight stays booked in the Village of Johnson Creek and are as follows:
 - 10 (minimum) to 19 rooms = \$1,000
 - 20 to 24 rooms = \$2,000
 - 25 to 29 rooms = \$2,500
 - 30 to 34 rooms = \$3,000
 - Amounts continue with \$500 increments per five rooms to a maximum 100 rooms = \$10,000

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 facilities within the Village of Johnson Creek (with a minimum of 10 overnight stays).
- The event or promotional opportunity should demonstrate economic impact as it relates to tourism and is reasonably likely to generate multiple paid overnight stays (minimum of 10) in facilities within the Village of Johnson Creek.
- Event occurs Sunday – Thursday throughout the year.
- Event occurs Friday and/or Saturday during January, February, November, or December.
- Event occurs Friday and/or Saturday during March-October that draw 20 or more overnight stays in facilities within the Village of Johnson Creek.

APPLICATION DEADLINES:

Submit your application electronically to the Village of Johnson Creek katien@johnsoncreekwi.org, or by mail to: Village of Johnson Creek, Attn: Tourism Director Katie Newcomb, 125 Depot Street, P.O. Box 238, Johnson Creek, WI 53038.

2021:

First Monday in February

First Monday in May

First Monday in August

First Monday in October