



CITY OF COLUMBUS

105 N. DICKASON BOULEVARD COLUMBUS, WISCONSIN 53925-1565
920.623.5900 FAX 920.623.5901 www.cityofcolumbuswi.com

ROOM TAX FUNDING GUIDELINES

All applications for room tax funds should be submitted at least 60 days prior to the date of the event for which funds are being requested. Applications for Room Tax Funding are to be given to the Director of Planning and Development, City Hall, 105 N. Dickson Blvd., Columbus WI 53925

1. The purpose of room tax proceeds is to foster tourism promotion and development within the City of Columbus. Priority will be given to events which will attract overnight visitors to the community.
2. Funds are granted to non-profit organizations or organizations that can provide proof of insurance or have the ability to obtain insurance, if required.
3. Room tax funds shall NOT be used to offset general operating expenses of any group or organization.
4. Applicants must leverage a minimum of \$2.00 of private funds for every \$1.00 of room tax funds requested.
5. Within 60 days of the completion of the event for which room tax funds are granted, applicants shall provide the Tourism Commission a final report detailing room tax eligible expenditures, including receipts for the expenditures for which they are seeking reimbursement. The report should also provide examples of the project/program and its effectiveness in promoting the City of Columbus. Failure to provide this report will result in the group not being eligible for the receipt of room tax funds for that grant year and for 18 months following the event.
6. Within 60 days of completion of the event for which room tax funds are granted, applicants shall provide the Tourism Commission multiple photos of the event, including the rights to the photos.
7. Applicants are encouraged have a mechanism in place to track effectiveness of their event, including statistics related to attendance and overnight stays generated.
8. Applicants are required to be present when the Tourism Commission considers their request.
9. The Tourism Commission will review applications and will make their decision based on:
 - a. How well the event meets these guidelines;
 - b. How well the organization makes use of its *own* resources along with the proposed use of funds;

The Tourism Commission will operate without discrimination as to age, race, religion, gender, national origin, or sexual orientation in the consideration of funding requests and will recommend funding only to organizations which do not discriminate as to age, race, religion, gender, national origin, or sexual orientation.

ROOM TAX FUNDING APPLICATION

Event Information

Event Name:		Date(s) of Event:	
Event Address:			
Event Website:			
Total Amount Requested:			

Use of Funds

Activity	Budget	Purpose
TOTAL		

For Additional expenses please attach Exhibit A

Organizational Information

Organization(s) Requesting Funds:			
Contact Person:		Phone Number:	
E-mail Address:			
Tax exempt organization: <input type="checkbox"/> Yes <input type="checkbox"/> No	Tax exempt number:		
List board members (if applicable):			
Years the organization has been in operation:			
Purpose or Mission of the organization requesting funds:			
Liability Insurance Carrier:			

Contact Information for Organizations Accountant/Bookkeeper

Contact Name:		Phone Number:	
Address:			
Email:			

The Tourism Commission reserves the right to review the organization's most recent tax statement. Attach if available.

1. Explain your event and how it will attract visitors and generate overnight lodging in Columbus. How will attendance and overnight stays related to your event be measured?

2. Explain how this past event (if applicable) has impacted overnight lodging in Columbus.

3. Explain what impact your event will have on all other Columbus businesses (in addition to lodging) including ways you plan to track this impact.

4. Will the proposed event generate revenue? Yes No
If yes, will revenue exceed the amount of expenses, and if so, what is typically done with that revenue?

5. Estimate how many people and what geographic area and demographic groups will be targeted by any promotions or advertising. How will you track the effectiveness of your promotion/advertising?

6. Will the proposed event include paid advertising? What media will be used? What “earned media” (unpaid promotion) will be generated by the event?

7. Please include any information or examples of marketing materials you believe will help the Tourism Commission better evaluate your request.

Please note, the Tourism Commission may request additional information from an applicant for room tax funds. Please be sure to answer all questions on this form as completely as possible. All requests for room tax funds will be evaluated based on the contents of this application, a presentation before the Tourism Commission the State of Wisconsin Room Tax Statute and the City of Columbus Room Tax Ordinance.

Print Name

Signature

Application Date