



VILLAGE OF MOUNT PLEASANT 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 Tourism Commission is obligated to submit on an annual basis a detailed 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 Mount Pleasant with specific emphasis on tourism that is reasonably likely to generate overnight stays in hotel facilities.

ELIGIBLE PROJECTS AND USE OF FUNDS:

The Mount Pleasant Tourism Commission will consider funding for projects and events that benefit the Village or the surrounding area. Items that can be funded by the Commission include:

- Design, production and placement costs for marketing that targets visitors from outside the Village of Mount Pleasant and its surrounding communities. This includes but is not limited to: brochures, fliers, posters, direct mail, registration materials, print ads, radio ads, television ads. Website enhancements that are reasonably likely to increase tourism and overnight hotel stay. Web and social media marketing that increase traffic of visitors from outside the Village of Mount Pleasant and its surrounding communities.
- Purchase of marketing lists, search engine marketing ad words, google ad words.
- Offsite signage such as billboards targeting visitors that live outside the Village and its surrounding communities.
- Fees must be payable to a third party vendor. In-kind fees are not eligible.
- *NOTE:* Payroll, positions or organizational operating costs will not be considered.
- Notwithstanding the foregoing, any funding to a qualified tourism entity, as defined by Wis. Stat. §66.0615(1)(f) shall be considered eligible under this application.

GRANT LIMITS:

- Grant limits are subject to Tourism Commission discretion.
- Grants are limited based upon available room tax funds.



ELIGIBLE APPLICANTS:

- Not for Profit Organizations with an IRS determination.
- Not for Profit Organization is in good standing with the Village.
- Project/event is located in or near the Village of Mount Pleasant and offers verifiable economic benefits to the Village of Mount Pleasant through increased room nights.
- The project/event or promotional opportunity should demonstrate economic impact as it relates to tourism and is reasonably likely to generate multiple hotel stays.
- Repeat grant applicants have filed timely post project/event reports.
- Organization is a qualified tourism entity as defined by Wis. Stat. §66.0615(1)(f).

GRANT RECOGNITION:

All awarded marketing projects must include the Village of Mount Pleasant logo and where space allows, the following grant recognition: “Sponsored in part by the Village of Mount Pleasant Tourism Commission.”

APPLICATION SUBMISSION DEADLINES:

Applications are reviewed and granted four times per year. Submit your application electronically to the Village of Mount Pleasant: CGreving@mtpleasant.gov. The Tourism Commission may deviate from the application submission schedule below at its discretion.

- DEADLINES ARE:
- Second Wednesday in January
 - Second Wednesday in April
 - Second Wednesday in July
 - Second Wednesday in October

ADDITIONAL INFORMATION:

- All grants will be evaluated on established criteria and ranked competitively by the Tourism Manager and approved by the Tourism Commission.
- The grant application will serve as a grant agreement and must be signed by an authorized official within the organization.
- The grant expires one year after awarded by the Tourism Commission.

EVALUATION CRITERIA:

- Completeness and quality of the application. 10 points
- A well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays. 30 points
- The project/event and application substantiate local economic impact from:
 - Local visitors. 5 points
 - Day trip visitors. 15 points
 - Overnight visitors. 30 points



- Expected/historical project/event attendance:
 - 0-1,000 attendees annually. 5 points
 - 1,000-5,000 attendees annually. 10 points
 - 5,000+ attendees annually. 15 points
- Project/event located within the Village of Mount Pleasant. 5 points
- The project/event is unique, unduplicated and creative. 20 points
- The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding project/event attendees and whether they are local or non-local. 10 points

REVIEW AND AWARD PROCESS:

- Timely grant requests will be reviewed by the Tourism Manager and one member of the Tourism Commission, who will score and rank proposals based upon the Evaluation Criteria.
- The Tourism Commission will review the recommendations and make a final grant determination.
- Grant applicants will be informed of the grant determination via email.
- Grant funds will be paid over the life of the project based on benchmarks reached and reported to the Mount Pleasant Tourism Commission through the Tourism Manager. As benchmarks are met and reported to the Commission future payments will be made. No further payments will be made on grants if benchmarks are not met or reported to the Village Tourism Commission. It is expected that for projects that are not completed the funds paid out by the Mount Pleasant Tourism Commission will be returned to the Mount Pleasant Tourism Commission. Failure to return funds to the Mount Pleasant Tourism Commission from failed projects will likely result in future grant requests not being considered or funded. The balance of the award will be dispersed upon completion of the Post Project/Event Report, and approval by the Tourism Commission. Grantees should request final funds with completed Post Project/Event Report via email request to CGreving@mtpleasantwi.gov
- The Tourism Commission reserves the right to deviate from the scoring, review and award process and act in the best interest of the Village of Mount Pleasant in its discretion. This application shall not be considered a contract with any entity, expressed or implied.

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ROOM TAX TOURISM GRANT APPLICATION

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| Name of Project/Event: |
| Name of Organization: |
| Authorized Official Name and Title: |
| Email Address: |
| Organization Website URL: |
| Organization Address: |
| Daytime Telephone: |
| Project/Event Description: |
| Grant Request Amount: |
| If your project/event reserves a block of rooms for this project/event in a Village of Mount Pleasant hotel, please provide number of rooms, number of nights and name of the hotel. |
| Total Project/Event Budget: |
| Project/Event Date(s) or Date Range: |
| Project/Event Location: |
| Projected Number of Attendees: |
| Describe benchmarks in place to monitor Project/Event as pre- and post- project/event alignment. |
| Have you applied or been awarded other funding for this Project/Event? Please describe: |
| Does this Project/Event have community sponsors? YES <input type="checkbox"/> NO <input type="checkbox"/> If so, please list sponsor and amount contributed: |
| Estimated Number of Hotel Stays from the Project/Event: |
| New Project/Event <input type="checkbox"/> Existing Project/Event <input type="checkbox"/> |



If this Project/Event will occur within the Village boundaries:

Have you met with the Mount Pleasant Police Department to discuss what security may be necessary? If so, who?

Have you met with other Village staff in preparation for this project/event? For instance, Parks & Recreation or the Clerk's Office for Permits/Licenses. If so, who?

ADVERTISING BUDGET:

| Marketing Media Description | Locations covered by the media/ publication | Approximate Dates | Expected Cost | Grant Request |
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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 hotel stays. Additionally, highlight those marketing materials that are outside the Village of Mount Pleasant and those that are over 90 miles away.

Additional information may be attached.

Repeat events are required to provide evidence of historic room nights.



Detail how your organization’s Project/Event will be reasonably likely to create overnight stays in the Village of Mount Pleasant lodging facilities. Please explain your methodology for identifying multiple hotel stays generated by the event and surveying event goers.

OTHER REQUIRED DOCUMENTS:

- ORGANIZATION WIDE BUDGET
- PROJECT/EVENT BUDGET
- MOST RECENT YEAREND FINANCIAL STATEMENTS
- IRS DETERMINATION
- BOARD OF DIRECTORS

I understand the restrictions placed on the expenditure of room tax funds governed by the 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 and a post project/event report is required- Grant recipients will be considered ineligible for future grants until post project/event reporting is filed. This application will serve as a grant agreement and award as noted below.

PRINT NAME & TITLE: _____

SIGNED: _____ **DATE:** _____

ADDRESS: _____

PHONE: _____

EMAIL ADDRESS: _____ (Required)

.....
For internal use only:

Grant Award Amount \$ _____

Date of Award _____

Signed _____

Rob Richardson, Tourism Commission Chair



POST PROJECT/EVENT REPORT

| |
|---|
| Applicant Organization: |
| Project/Event: |
| Number of Project/Event Attendees: _____ |
| Does this differ from your projected attendance? _____ If yes, Please explain |

Please report actual marketing expenses below. Please provide a sample of the printed material created and copy of any scripts used for radio/TV.

| Marketing Media Description | Dates Project/Event | Cost | Is this different than described in the application? If yes, please explain. |
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Please detail the methodology used to survey attendees to establish attendance statistics, where they live and overnight stays. You may use the table below or present it on another sheet in a format conducive to your project/event.

| Methodology Narrative: | | | |
|-------------------------------|-------------|-------------|-----------------------------|
| | | | |
| City | # of People | Hotel Stay? | Other information provided? |
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As the authorized representative for this project/event and organization, I hereby attest and certify that the information provided in this post project/event report is true and correct to the best of my knowledge.

PRINT NAME & TITLE: _____

SIGNED: _____ **DATE:** _____

ADDRESS: _____

PHONE: _____

EMAIL ADDRESS: _____ *(Required)*



APPLICATION EVALUATION WORKSHEET

INTERNAL USE ONLY

| |
|--------------------------------|
| Reviewer Name: |
| Applicant Organization: |
| Project/Event: |
| Grant Request: |

| Maximum | Criteria | Notes | Score |
|---------------|---|-------|-------|
| 10 | Quality and completeness of the application | | |
| 30 | The applicant has a well-developed marketing strategy that can reasonably be expected to generate multiple hotel stays. | | |
| 5 15 30 | The project/event and application substantiate a reasonable likelihood of local economic impact from: - Local visitors - Day-trip visitors - Overnight visitors | | |
| 10 | The methodology proposed to survey attendees is well developed and will likely generate good quality information regarding the number of attendees and whether they are local or non-local. Repeat project/events have provided adequate documentation of room night stays. | | |
| 20 | The project/event is unique, unduplicated and creative. | | |
| 15 | The expected/historical annual attendance is: 0-1,000 attendees - 5 pts 1,000-5,000 attendees - 10 pts 5,000 or more attendees - 15 pts | | |
| 5 | Project/event located within the Village of Mount Pleasant | | |