



ROOM TAX GRANT INSTRUCTIONS

DUE BY 12:00PM / JULY 7, 2023

Room Tax Funds

Beginning January 1, 2017, State Law mandates the City 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 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.

The Tourism Commission is required to submit a detailed report of its room tax expenditures to the Wisconsin Department of Revenue annually.

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

Eligible Projects and Use of Funds

The City of New Berlin Tourism Commission will consider funding for projects and events that benefit the City of New Berlin and will likely result in increased room stays within the City. Items that can be funded by the Commission include:

- Design, production and placement costs for marketing that targets visitors from outside the City of New Berlin 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 City 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 City and its surrounding communities.

- *NOTE: Payroll, positions or organizational operating costs will not be considered.*

Grant Limits

- Grant limits are subject to Tourism Commission discretion. Maximum of \$2,500 per organization, annually.
 - Grants are limited based upon available room tax funds.
 - 20% fund match required.
 - A grantee must contribute a match of at least 20% of the grant amount. For example, a grant award of \$1,000 would require a minimum local match of \$200.00.
 - The local match can be provided in the form of cash, in-kind services, volunteer time or donations.
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Eligible Applicants

- **The project/event or promotional opportunity must demonstrate economic impact as it relates to tourism and is likely to generate hotel room stays within the City of New Berlin.**
 - Not for Profit Organizations.
 - Project/event is located in the City of New Berlin and offers verifiable economic benefits to the City of New Berlin through increased hotel room nights.
 - Repeat grant applicants have filed timely post project/event reports.
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Grant Recognition

All awarded marketing projects must include the Enjoy New Berlin logo and where space allows, the following grant recognition: *“Sponsored in part by the City of New Berlin Tourism Commission.”*

Application Submission Deadlines

Submittals must be mailed or hand-delivered to the address below; a faxed or emailed copy will not be accepted. Videos and other supplemental materials are welcome, but cannot be returned to the applicant.

*Room Tax Tourism Grant
Enjoy New Berlin
3805 S Casper Drive – 2nd Floor
New Berlin, WI 53151*

Additional Information:

- All grants will be evaluated on established criteria and ranked competitively 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 December 31, 2023. All funds must be used prior to expiration.

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. 10 points
 - Overnight visitors. 30 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
- The project/event is unique, unduplicated and creative. 5 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

Review and Award Process:

- Timely grant requests will be reviewed by 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 application review is scheduled to take place July 12th, 2023, at 3PM. Please be sure to check www.newberlin.org to confirm the Tourism Commission meeting date and time.
- Grant applicants will be informed of the grant determination via letter and email.
- The Tourism Commission reserves the right to deviate from the scoring, review and award process and act in the best interest of Enjoy New Berlin and the City of New Berlin in its discretion. Notwithstanding the foregoing the application must evidence that the activity will likely result in increased hotel room stays within the City. This application shall not be considered a contract with any entity, expressed or implied.

Contact Us:

Questions? Send us an email at tourism@newberlin.org.