



CITY OF COLUMBUS

105 N. DICKASON BOULEVARD COLUMBUS, WISCONSIN 53925-1565
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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:	Bling in the Season! Wine Walk 2024	Date(s) of Event:	November 30, 2024
Event Address:	various locations in Columbus		
Event Website:	https://www.columbuswichamber.com/November		
Total Amount Requested:	\$1225 (the cost of one of the two trolleys)		

Use of Funds

Activity	Budget	Purpose
insurance + picnic licenses	725	liability/legality
ticketing and processing fees	350	online payment and Eventbrite
swag (tumblers, bags, lanyards, passports)	2062	for participants
wine	3125	delicious revelry
trolleys	2250	transportation
promotion	1050	posters, banners, print and digital ads
TOTAL	9562	

For Additional expenses please attach Exhibit A

Organizational Information

Organization(s) Requesting Funds:	Columbus Area Chamber of Commerce		
Contact Person:	Katie Nichols	Phone Number:	608-669-2445
E-mail Address:	kmsharrow@gmail.com		
Tax exempt organization: <input checked="" type="radio"/> Yes <input type="radio"/> No	Tax exempt number:		39-6127437
List board members (if applicable): Katie Nichols, Patti Walker, Sue Walcott, David Bennett, JD Milbourne, Jon Meister, Tiffany Faust, Barbara Oelke			
Years the organization has been in operation: 65			
Purpose or Mission of the organization requesting funds: The Columbus Chamber of Commerce, INC is organized for the purpose of advising the commercial, educational, cultural, and civic interests of this community and area, marketing			
Liability Insurance Carrier: Quamme Insurance, West Bend Mutual			

Contact Information for Organizations Accountant/Bookkeeper

Contact Name:	Patti Walker	Phone Number:	920-623-2200
Address: 1515 Park Ave., Columbus, WI 53925			
Email: pwalker@prairieridge.health			

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?

The Wine Walk is a well known event that brings up to 275 participants to area businesses for wine tasting and shopping. It will take place November 30 in celebration of Small Business Saturday. Ticket sales measure attendance and participant surveys help track use of lodging by event goers.

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

We do not have data for this.

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.

This is a BIG day for area retailers. We have anecdotal evidence from business owners that past Wine Walk events have resulted in major sales days entering the Christmas/holiday season. Restaurants and bars also report strong sales with so many people out and about for the day. We will provide a business survey post Wine Walk to gather sales data during the event.

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?

The Chamber runs a number of promotions for local businesses throughout the holiday season, helping to promote shopping local as well as the Holiday Train. This year, the Chamber is also organizing a family and downtown shopping focused "Cookie Walk" on December 14. Any funds generated will help us organize and promote this new annual event in tandem with Recreation Department activities at the Pavillion and the Holiday Parade.

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?

We will promote the event locally with posters and a downtown banner. More broadly, we will promote the event digitally on local, area and statewide tourism and event sites. We will run an ad for four weeks in Columbus, Beaver Dam and Portage area papers. Our guest survey will include: Where did you travel from? and How did you hear about the Wine Walk?. This will help us track the effectiveness of our 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?

Please see above.

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

<https://www.columbuswichamber.com/November>

<https://www.facebook.com/columbuswichamber>

See attached for examples of print media.

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.

Katie Nichols, President

Print Name

Katie S Nichols

Signature

10/2/2024

Application Date