



## CITY OF COLUMBUS

105 N. DICKASON BOULEVARD COLUMBUS, WISCONSIN 53925-1565  
920.623.5900 FAX 920.623.5901 [www.cityofcolumbuswi.com](http://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:             | Summer Concert Series | Date(s) of Event: | 6/19, 7/17, 8/14/24 |
| Event Address:          | 1049 Park Ave.        |                   |                     |
| Event Website:          | N/A                   |                   |                     |
| Total Amount Requested: | 1000.00               |                   |                     |

### Use of Funds

| Activity                 | Budget         | Purpose                                 |
|--------------------------|----------------|---|
| Performer fees           | 3000.00        | pay talent for their performances       |
| Advertising              | 2000.00        | event promotion and sponsor recognition |
| Pavilion Rental/Stage    | 275.00         | site fees and stage rental from DPW     |
| Supplies                 | 50.00          | educational materials for HLPC outreach |
| Kids meals               | 450.00         | Free supper for kids 12 and under       |
| Insurance/Picnic License | 730.00         | safe and legal event                    |
| <b>TOTAL</b>             | <b>6505.00</b> |   |

For Additional expenses please attach Exhibit A

### Organizational Information

|   |                     |   |                   |
|---|---------------------|---|-------------------|
| Organization(s) Requesting Funds:   |                     | Columbus Historic Landmarks and Preservation Commission |                   |
| 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:                                      | 008-0000205087-06 |
| List board members (if applicable):<br>Ruth Hermanson, Libby Gilbertson, Henry Elling, Beth Altschwager, Peter Kaland, Jan Ulrich, Katie Nichols  |                     |   |                   |
| Years the organization has been in operation: 33  |                     |   |                   |
| Purpose or Mission of the organization requesting funds:<br>To promote and preserve our city's historic sites and structures and foster public engagement with our cultural past. "Unlocking our future while preserving the past." |                     |   |                   |
| Liability Insurance Carrier: Richards Insurance   |                     |   |                   |

### Contact Information for Organizations Accountant/Bookkeeper

|                            |                       |               |              |
|----------------------------|-----------------------|---------------|--------------|
| Contact Name:              | Elizabeth Altschwager | Phone Number: | 920-623-2306 |
| Address: 553 W. James St.  |                       |               |              |
| Email: altschwager@att.net |                       |               |              |

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 HLPC Summer Concert Series invites people from our community and beyond to enjoy three evenings of free entertainment in Fireman's Park. Entertainment includes opening acts by local performers as well as headlining musicians. We will use our table at the events to interact with concert goers to find out how far they traveled to see the concerts and where they will stay while they are here.

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

We have not surveyed the crowd in the past to find out who is traveling to enjoy the concerts.

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.

We feature local vendors serving food and drink at our concerts. We do not take any fee at this time from vendors, but will collect sales information from them this year.

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?

Any profit from this event will go to restoration of the Resthaven in Fireman's Park.

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 market through digital and print media as well as posters and banners in Dodge, Columbia and Dane County. When we survey concert goers, we will also ask how they found out about the concert series.

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

Paid advertising will be included through local print, digital and radio outlets. Social media will also be used for unpaid promotion. At the \$1000 sponsorship level, the Tourism Commission would be a "Bandleader" level sponsor: large sign at stage; announced during concert; listed as "Co-Host" for one concert on Facebook, etc.; opportunity for "swag" handouts at concert; logo in print/digital advertising including local newspapers, social media, and posters/flyers; yard sign in park all concerts.

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

Please see attached examples of poster and ads from last year.

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**

Print Name



Signature

**03/06/2024**

Application Date