

City of Marinette Room Tax Commission **Room Tax Grant Application Process**

Background

Mission Statement: The City of Marinette Room Tax Commission will market Marinette as a tourism destination, thereby enhancing the quality of life for residents and visitors. The Room Tax Commission will encourage new and existing tourism related capital improvements, attractions, initiatives, activities, and events by providing resources according to Commission policy.

PURPOSE: The Purpose of the City of Marinette Room Tax Commission shall be to use the room tax revenue it receives from the City of Marinette for Tourism development and promotion in the City pursuant to Sec. 66.0615 (1m)(d) 3.

Funds: Room Tax grants are supported with room tax revenue collected by lodging facilities in the City of Marinette. A 8% tax is charged to all guests staying in the lodging facilities within the city. These funds are forwarded to the City of Marinette. The City of Marinette retains 30% for the City's operating budget and retains the balance for the City of Marinette Room Tax Commission grant program. The Room Tax Commission is responsible for determining appropriate expenditures for the development and promotion of tourism in the City of Marinette and shall set an Annual Budget for those expenditures.

STATE Definition of Tourism: Sec. 66.0615(fm) "Tourism promotion and tourism development" means any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment on which a tax under sub. (1m) (a) may be imposed, that are owned by different persons and located within a municipality in which a tax under this section is in effect; or, if the municipality has only one such establishment, reasonably likely to generate paid overnight stays in that establishment:

1. Marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups.
2. Transient tourist informational services.
3. Tangible municipal development, including a convention center.

Application Procedure

- Applicant must be a nonprofit organization or partnered with a nonprofit organization
- Applicant will fill out the application form and submit to the Mayor's Office
- The application will be reviewed to verify it meets basic criteria for review by the Room Tax Commission
- The Mayor's office will then notify Chairman to include it on the following agenda or Return to applicant with comments.
- The Commission will review and vote on the application at the following meeting, agenda allowing.
- The Mayor's Office will write and mail a letter informing the applicant of board's decision.
- Applicant may reapply after complying with regulations.
- Applicant may contact the Chair with any questions or concerns during the process.

Grant Contact Number for The Marinette Room Tax Commission:
715-732-5139

Grant Approval Basis:

All grants must meet stipulations set by the State Tourism Laws that govern how the Marinette Room Tax Commission may spend room tax funds. An event/project may be a new event, a one-time event, or an existing event/project. Decisions of the Commission will be based on the likelihood of visitors from out of town staying overnight in lodging facilities. The overnight stays will generate additional room tax funds to support grants in the future.