



VERONA AREA CHAMBER OF COMMERCE

HOTEL ROOM TAX (HRT)
GRANT REQUEST APPLICATION INFORMATION

Verona Area Chamber of Commerce
Hotel Room Tax Grant Requests

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Verona Area Chamber of Commerce
Hotel Room Tax Grant Requests
HOTEL ROOM TAX REVENUE USES

The use of HRT funds is dictated by Wisconsin State law (Chapter 66.0615).

In the city of Verona, the “tourism entity” is the Verona Area Chamber of Commerce, as designated by the Verona Tourism Commission.

Therefore, the VACC, as the tourism entity in Verona will utilize the proceeds of the Hotel Room Tax in accordance with the State Statutes and will consider the awarding of revenues from HRT that are consistent with Part One and Part Two below:

Part One: Every expenditure must enhance and promote tourism and be reasonably likely to generate overnight stays.

Part Two: It is the position of VACC that the appropriate expenditure of the Hotel Room Tax should clearly fit into one of the categories which are enumerated below:

- **“Heads in Beds”** which means the utilization of the Hotel industry for overnight stays.
- **Advertising and Conducting Solicitations and Promotional Programs to Attract Tourists and Convention Delegates:** advertising and conducting solicitations and promotional programs to attract tourists and convention delegates of registrants to the municipality or its vicinity so that the hotel, restaurant, retail and other industries of Verona may benefit.
- **Convention Centers & Visitor Information Centers:** the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facilities or visitor information centers or both.
- **Sporting Event Expenses Related to Sporting Events Which Substantially Increase Economic Activity at Hotels, Restaurants, Retail Establishments and other Verona industries:** expenses, including promotion expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at Hotels and motels, as well as restaurants and retail establishments within the municipality or its vicinity.
- **Promotion of the Arts and Humanities:** the encouragement, promotion, improvement and application of the arts humanities, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, cultural presentations, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution and exhibition of these major art forms.
- **Historical Restoration and Preservation Projects or Activities:** historical restoration and preservation projects or activities of advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums: (a) at or in the immediate vicinity of convention center facilities of visitor information centers; or (b) located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates

- **Activities that enhance the image of Verona as a destination city.**
- Marketing to attract a meeting or convention business to the area.
- Publishing and distributing a Travel Guide that promotes local lodging options, local attractions and local restaurants and is mailed and distributed more than 50 miles.
- Development and upkeep of a website promoting local tourism, including local lodging and dining options.
- Purchasing targeted electronic or direct mail lists for marketing to attract out of area travelers.
- Electronic or mailed communications promoting tourism and paid overnight stays.
- Booth fees and direct expenses for participating in travel shows designed to attract out of area travelers to the municipality.
- Wages and salaries of official tourism entity (usually a Convention/Visitors Bureau or Chamber) staff that have, as their primary focus, tourism marketing of the area and/or the provision of services to attract tourists who will stay overnight in local public lodging properties, utilize the restaurant facilities and patronize the retail stores in the area.
- It is expressly noted that the VACC may, on its own motion, approved the disbursement of HRT to fund an event or activity that will bring repute to the community or one its business partners, the City, its Educational Institutions, the Chamber, as determined by the VACC.
- It is expressly noted that the VACC may, on its own motion, deny any all applications of HRT requests for any reason it deems appropriate.

Verona Area Chamber of Commerce
Hotel Room Tax Grant Requests
APPLICATION PROCESS

1. Application Submission Deadline: Grant requests for HRT will be reviewed on a quarterly basis. All submission deadlines* for each quarter are included in the application packet. Applications must be submitted to the Verona Area Chamber of Commerce, 120 West Verona Avenue, Verona, Wisconsin 53593 by 4:00 pm on the deadline date for consideration by the VACC Board of Directors Meeting for the following month, unless granted a deadline exemption by VACC. The Verona Area Chamber of Commerce will accept multiple applications from individuals or groups. However each project or event should be submitted on a separate application form, and during the appropriate funding period.
2. Applicant Presentation Deadline: All applicants must be prepared to make a personal presentation to the VACC HRT Committee, if requested. The Hotel Room Tax Subcommittee will make a recommendation to the Board to be considered at the next scheduled meeting.
3. Notification by Verona Area Chamber of Commerce: Notification will be sent to applicants informing them of the decision made by the Verona Area Chamber of Commerce. Correspondence may include requirements of other materials due and deadlines for submission of the same. The decisions of the Verona Area Chamber of Commerce Board of Directors will be final. Applicants receiving funding are entering into an agreement with the Verona Area Chamber of Commerce and are required to execute all subsequent documentation as described.
4. Approval/Non Approval. Those organizations that receive approval of their applications will consider their application approval and funding approval to be the invoice from which HRT funds are paid. Post-Funding Analysis and Proofs of Payment: must be submitted not later than sixty (60) days following the event. The Post-Funding Analysis should mirror the budget presented in applicant's original application, and include proofs of payment in the form of receipts or copies of receipts that reflect actual monies expended, and room rental surveys from the local hoteliers.
Unspent funds must be returned or repaid to the Verona Area Chamber of Commerce. Lack of post-funding analysis information will affect future funding opportunities.

Please submit one original application and two copies, by the application deadline to the address below:

Verona Area Chamber Commerce
120 W. Verona Ave.
Verona, WI 53593
OR

You may submit the application electronically to ljordan@veronawi.com

If you have any questions about the application process, please call (608) 845-5777 or email
ljordan@veronawi.com.

***Application deadlines:**

First Quarter Requests: Events occurring between January 1-March 31 – deadline November 15th

Second Quarter Requests: Events occurring between April 1-June 30 – deadline February 15th

Third Quarter Requests: Events occurring between July 1-September 30 – deadline May 15th

Fourth Quarter Requests: Events occurring between October 1-December 31 – deadline August 15th

The VACC reserves the right to request any and all additional documentation necessary to properly evaluate the application.

Verona Area Chamber of Commerce
Hotel Room Tax Grant Requests

FUNDING POLICY

1. VACC Room Tax Funding will support qualified events/activities/facilities, but is not intended to be the primary funder for events/facilities.
2. The MAXIMUM amount of funding per event/project application for the fiscal year is \$10,000. (Applicants who can't justify a request for the maximum amount stated are advised to request only an amount for which they may qualify). However, typical grants awarded are usually between \$1,000 - \$2,500.
3. The VACC will accept multiple applications from individuals or groups; however each event/request must be submitted on a separate application and during their designated funding period in which the event occurs.
4. It is critical that this application be filled out completely and accurately as it is the primary source by which funding determinations will be made. It is the responsibility of the applicant to specifically explain how the funds will be used in eligible ways.
5. The VACC Hotel Room Tax Committee and Board will review all applications. Priority will be given to applicants based on their documented ability to directly promote tourism and development as defined by Wisconsin Statutes. Applicants should demonstrate the potential to generate increased hotel or convention activity by:
 - a. Providing historical information on the number of room nights used during previous years of the same event/project.
 - b. Providing historical information on the revenues associated with the event in the various restaurants and retail establishments of Verona.
 - c. Providing examples of marketing programs and activities likely to generate or encourage overnight visitors, or to have them purchase goods and services from retail or restaurants in the Verona area.
6. No other outside events, projects, charities, or the like which are also sponsored by the host organization may profit from Hotel Room Tax funding of the particular event/project funded. The ideal use of funds is to attract overnight visitors and visitors who will utilize the goods and services offered by the various businesses in Verona.

Verona Area Chamber of Commerce
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FUNDING POLICY (continued)

7. If applying for advertising:

- a. All advertising must be accomplished in advance of the event: please provide a time line / media buy schedule.
- b. Must utilize legitimate media sources that target audiences outside the City of Verona (e.g. digital media, direct mail, newspapers, magazines, radio, television, billboards).

8. All advertisements should acknowledge the contribution of funds and the **Verona Area Chamber of Commerce** logo, (obtain from the VACC). Such ads should say at least “This event made possible by a grant of the Verona Area Chamber of Commerce (VACC). The VACC reserves the right to require other forms of recognition in advertising as a condition of the award. *Lack of such recognition may affect future funding opportunities.*

9. The Verona Area Chamber of Commerce reserves the right to independently survey hotels, motels, and other businesses to gauge the economic impact of an event. If a majority of those establishments report little or no benefit from the applicant’s event/project, it shall be noted for future funding requests.

10. Applicants should be aware that, while the VACC Board of Directors makes decisions based on estimated budgets and projections, documentation of how granted funds were spent must be actual costs supported by proofs of payments. Any monies not used or not used lawfully must be repaid to the VACC within sixty days of the event, along with the completed post-funding analysis.

11. The final accounting of funds must mirror the items outlined in the Applicant’s original application and in the Fund Expenditure Report.

Verona Area Chamber of Commerce
Hotel Room Tax Grant Requests
APPLICATION CHECKLIST

Name of Event/Project: _____

Date of Event/Project: _____

Statutory Test:

Does your event/activity/facility/supply pass **Part One** of the statutory test, defined specifically as directly promoting tourism and development?

Does your event/activity/facility/supply pass **Part Two** of the VACC test, defined specifically as fitting into one or more of the following categories found on Pages 3 and 4?

If yes, which statutory category do you intend to use the funding request, **AND** VACC category amount requested under each category: (Please describe how your application demonstrates this)

Please include the following items in your application:

- o Completed application checklist
- o Completed application
- o Itemized budget relevant to the event/project and specifically the HRT funds, including revenues and expenditures
- o Detailed timeframe and locations for advertising and marketing campaign
- o List of current Board of Directors and contact information

**Completed proposals (one original & two copies) should be sent by 4:00pm
on the submission date to the address below:**

Verona Area Chamber of Commerce
120 W. Verona Ave.
Verona, WI 53593

OR

You may submit the application electronically to ljordan@veronawi.com

Submission dates and deadlines are announced via mail, email, and online at www.veronawi.com if you have any questions

about the proposal email us at ljordan@veronawi.com

Verona Area Chamber of Commerce
Hotel Room Tax Grant Requests
APPLICATION

Date of Application: _____

Name of Organization: _____

Address: _____

City, State, Zip: _____

Contact Person: _____ Phone Number: _____

Email Address: _____ Website: _____

Is your organization: Non-Profit _____ For Profit/Private _____

Event/Project Information:

Name of the Event/Project: _____

Date of the Event/Project: _____

Location of the Event/Project: _____

Person Responsible for coordination of the event/project: _____

Please describe the event/project as completely as possible (attach additional sheets if necessary):

How will the event/project promote visitors to come to Verona?

What market are you targeting and why?

HRT Amount Requested: _____ (Request may be up to a maximum of \$10,000)

Please estimate the number of people who will be directly participating in this event: _____

Please estimate the number of non-participants who will come to Verona for the event (parents of participants, spectators, etc.): _____

How many of these people live outside Verona? _____

How many of these people live outside Dane County? _____

Is this an annual event? _____ Do you anticipate it becoming an annual event? _____

Has this Event/Project been held before? If yes, please list the years _____

Is this a ticketed Event/Project? If yes, please list price of ticket, admission, entry fee: _____

Do you anticipate people attending this event will require hotel accommodations? _____

Do you have Hotel/motel rooms blocked/reserved for the event/facility? If yes, please list the number of rooms blocked/reserved and the properties that they are reserved/blocked at:

How many rooms do you anticipate being occupied during the event?

First Night _____ Second Night _____ Third Night _____ Fourth Night _____

If this is a recurring event, please list the number or room nights occupied during the event over the last three years:

Year: _____

Year: _____

Year: _____

Financial Information:

If the grant is provided in full, it would be _____ percent of the total event/project budget?
Please attach a complete budget for the event/project – highlight the portion using HRT funds.

Please describe in detail how grant money from the VACC would be used to fund your event/project and how your request fulfills Section 66.0615(1)(fm) of the WI State Statutes (must be spent on marketing projects to attract tourists... reasonably likely to generate paid overnight stays). If applicable, describe how the funds from the VACC would enhance your event in comparison with previous years. Also include any other information you feel would be relevant in evaluating your application. You may complete this answer on a separate piece of paper, if necessary.

Has applicant received any Hotel Room Tax funds in the past three years? If yes, please list the amount and years you received funds: _____

Please list any additional Co-Sponsors of the Event/Project: _____

Please list any other organizations, government entities and grants that have offered financial support to your project: _____

Please list any contributions that are made to the community of Verona Area as a result of funds generated from the event (scholarships, donations, etc.): _____

Do you intend to request support from businesses in the form of sponsorships, donations, materials, or other means that will assist you in executing the event? Yes _____ No _____

If applying for promotional dollars, please list the dollar amount committed to each media outlet that your organization will be coordinating (ALL advertising with HRT funds must be at least 20 miles outside of the City of Verona. Receipts for this advertising will be required in the follow-up report.

Total Paid Advertising \$ _____ Newspaper \$ _____ Radio \$ _____

TV \$ _____ Other (specify) _____

Direct Mailing \$ _____ Press Releases \$ _____

What specific areas will your advertising materials and promotions reach? _____

Please attach at least one sample of all forms of advertising/promoting used in your campaign. If the sample itself does not indicate the medium (radio, TV, print, or mail) used or where the advertising took place (e.g. a city newspaper or a radio spot that does not indicate the city where the spot was played), please include other information that would show the location of the advertising and the medium utilized. ALL advertisements are to include appropriate representation for the City of Verona Hotels/ Restaurants and Retail establishments, as well as the Verona Area Chamber of the Commerce.

REQUIRED ATTACHMENTS

- o Completed application checklist
- o Completed application
- o Itemized budget relevant to the event/project and specifically the HRT funds, including revenues and expenditures
- o Detailed timeframe and locations for advertising and marketing campaign
- o List of current Board of Directors and contact information

Applicant Certification

I hereby certify and affirm: 1) That I have read the application information and understand and will comply with all provisions therein; 2) That I will abide by all relevant local, state and federal laws and regulations regarding the Hotel Room Tax and Wisconsin Statute 66.0615.

Organization: _____

Certified By (Authorized Signature) _____

Print Name: _____

Title: _____ Date: _____

Due Date for Post Funding Analysis and Proofs of Payment - no more than 60 days after event/project timeline is completed.

Please return the completed application and all required attachments to VACC by 4PM on the date of the application deadline as designated in the HRT guidelines.

Completed proposals (one original & two copies) should be sent to the address below:

Verona Area Chamber of Commerce

120 W. Verona Ave.

Verona, WI 53593

OR

You may submit the application electronically to ljordan@veronawi.com

Office Use Only

Date Received: _____

Granted: \$ _____ Date: _____	Denied: _____ Date: _____
Financial Info Received: _____ Date: _____	Reason for Denial: _____
Summary Report Received: _____ Date: _____	_____
Notes: _____	_____

Verona Area Chamber of Commerce
Hotel Room Tax Grant

POST-ANALYSIS REPORT

Name of Organization _____

Address _____ City _____ State ____ Zip _____

Contact Person (CP) _____ Phone Number _____

Email Address _____

Event / Project Information

Name of Event/Project _____

Date of Event/Project _____

Location of Event _____

Summary of event/project:

HRT Funds Received \$ _____ HRT Funds Spent \$ _____

Attach an income / expense statement for the event; and, copies of invoices to indicate where the funds were spent.

How many people do you estimate actually attended the event/project? _____

If applicable, please attach a list of participants and where they came from.

How many room nights were generated at Verona Area hotels due to this Event? _____

How many restaurant meals do you estimate were generated at Verona Area restaurants?

What other businesses do you believe were patronized by participants/attendees of this event?

What method did you use to determine the number of people who booked rooms, ate in the restaurants or patronized the retail stores? _____

Please note all efforts your organization used to promote the event/facility and how much money was actually spent in each category:

Newspaper\$ _____ Radio \$ _____ TV \$ _____ Direct Mail \$ _____

Press Releases \$ _____ Billboards \$ _____ other (specify) \$ _____

What new marketing initiatives did you utilize to promote hotel, restaurant and retail patronage? _____

REQUIRED ATTACHMENTS

- Profit/Loss Statement for the event/project
- Actual invoices, receipts and proofs of payment for ALL expenditures on which the HRT funds were used in whole or in part.
- If applicable, list of participants
- Actual documents showing all forms of advertising/promotion used in campaign and demonstrating how the local businesses and/or VACC were recognized in your advertising and promotional campaign.
- Post Event Lodging/Restaurant/Retail Surveys (Each should be surveyed for the data resulting from the patronage due to the Event.

I attest that this report and attached accounting of HRT funds received from VACC and the explanation of how such funds were actually utilized is true and accurate.

Authorized Signature: _____

Print Name: _____

Title: _____

Date: _____

Verona Area Chamber of Commerce
Hotel Room Tax Grant

POST-EVENT HOTEL/MOTEL SURVEY

Name of the Event:

Dates of the Event:

Name of the Hotel:

Please list the number of rooms rented for the above event.

First Night

Second Night

Third Night

Fourth Night

Fifth Night