



## **2025 VILLAGE OF JOHNSON CREEK TOURISM COMMISSION ROOM TAX GRANT GUIDELINES**

The following guidelines are to assist with drafting a tourism grant application to the Village of Johnson Creek. If you have any questions, please contact the Director of Tourism, Marketing, and Promotion at 920-699-2296 or [jctourism@vi.johnsoncreek.wi.gov](mailto:jctourism@vi.johnsoncreek.wi.gov).

Wisconsin Law mandates the Village 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 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; and
- Tangible municipal development, including a convention center.

**Transient tourist** means any person residing for a continuous period of less than one month in a hotel, motel, or other furnished accommodations.

The commission is obligated to submit a detail report of its room tax expenditures to the Wisconsin Department of Revenue on an annual basis.

The Room Tax Tourism Grant Program is designed to promote tourism related activity within the Village of Johnson Creek with specific emphasis on tourism that is reasonably likely to generate overnight stays in Village of Johnson Creek facilities.

### **ELIGIBLE PROJECTS AND USE OF FUNDS:**

- Design, production, and placement costs for marketing initiatives that target visitors from outside the Village of Johnson Creek and its surrounding communities.
  - This includes but is not limited to brochures, fliers, posters, direct mail, registration materials, media advertising (print, radio, television, web), and website

enhancements that are reasonably likely to increase tourism and overnight stays in the Village of Johnson Creek.

- Web and social media marketing programs that increase traffic of visitors from outside the Village of Johnson Creek and its surrounding communities.
- Purchase of marketing lists, search engine marketing ad words, or google ad words.
- Off-site signage such as billboards that target visitors who live outside the Village of Johnson Creek and its surrounding communities.
- Grants are structured as reimbursement grants; groups awarded a grant must submit documented receipts and documentation of qualifying products and services to receive reimbursement, as well as submit a report from Johnson Creek facilities that highlights how many overnight stays were utilized as a result of the event. In-kind fees are not eligible.
- Grant amounts are based on the number of overnight stays booked in the Village of Johnson Creek and are as follows:
  - 10 to 19 rooms = \$1,000
  - 20 to 24 rooms = \$2,000
  - 25 to 29 rooms = \$2,500
  - 30 to 34 rooms = \$3,000
  - Amounts continue with \$500 increments per five rooms to a maximum 100 rooms = \$10,000

#### **ELIGIBLE APPLICANTS:**

- Organizations must be recognized by the IRS and/or Wisconsin Department of Financial Institutions.
- Individuals or organizations looking to create a first-time event in the Village of Johnson Creek with specific plans and budget information.
- Event is located within the Village of Johnson Creek and/or has the potential of adding paid overnight stays in facilities within the Village of Johnson Creek (with a minimum of 10 overnight stays).
- The event or promotional opportunity should demonstrate economic impact as it relates to tourism and is reasonably likely to generate multiple paid overnight stays (minimum of 10) in facilities within the Village of Johnson Creek.

#### **APPLICATION DEADLINES:**

Submit your application electronically to the Village of Johnson Creek at [jctourism@vi.johnsoncreek.wi.gov](mailto:jctourism@vi.johnsoncreek.wi.gov) or by mail to: Village of Johnson Creek, Attn: Director of Tourism, 125 Depot Street, P.O. Box 238, Johnson Creek, WI 53038.

#### **2025 Deadlines:**

**First Monday in February**

**First Monday in May**

**First Monday in August**

**First Monday in October**

All grant applicants are invited to attend the Tourism Commission meetings to present a brief synopsis of their event and how the funds would help achieve their marketing and overall event goals as well as increase hotel stays. Attendance is not required but encouraged. Please contact

the Director of Tourism at [jctourism@vi.johnsoncreek.wi.gov](mailto:jctourism@vi.johnsoncreek.wi.gov) or 920-699-2296 to note your attendance for the meeting.