

CITY OF WAUSAU



ROOM TAX APPLICATION FORM

PLEASE RETURN YOUR
TWELVE COPIES OF THE APPLICATION AND SUPPORTING INFORMATION
TO:

CITY OF WAUSAU
MARYANNE GROAT, FINANCE DIRECTOR
407 GRANT STREET
WAUSAU, WI 54403-4783

Room Tax Application Due Date	Funds Available
August 30	January 1
February 28	June 30

INFORMATION FOR CITY OF WAUSAU ROOM TAX FUNDING REQUESTS

The City of Wausau's Room Tax Funding program has been established to encourage and promote programs, services and facilities which directly benefit the residents in the City of Wausau.

The City of Wausau will consider funding requests which clearly show benefits to the City of Wausau in the following categories: economic development, tourism, destination development, and special community events or projects which enhance the quality of life.

All room tax funding recipients must comply with all Federal, State and Local regulations regarding non-discrimination and operate within the affirmative action policy.

APPROPRIATION APPLICATIONS:

Room Tax Application must be completed in its entirety. Objectives and benefits to the community must be defined in measurable and specific terms. The City has adopted a biannual allocation process. The room tax application schedule is as follows:

Room Tax Application Due Date	Funds Available
August 30	January 1
February 28	June 30

Limited emergency funding may be provided based upon individual circumstances.

FUNDING ACKNOWLEDGMENT:

The City of Wausau must be given recognition for its financial support on promotional materials including brochures, news releases, programs, publications, and other materials. This recognition must include the use of the City of Wausau logo. A copy of the City of Wausau logo may be obtained by from the Mayor Office at 261-6802. When no printed information is developed, verbal recognition shall be given during the presentation or performance.

The credit line should read, "This (event or project) is supported in part by City of Wausau Room Tax Funding."

FINAL REPORTING:

A final reporting, to the City of Wausau Finance Director, is due sixty days after the event/or project completion as indicated on the application. The **MINIMUM** final reporting **shall** include:

- final line item accounting of the revenues and expenses
- attendance statistics
- supporting documentation of revenues and expenses including copies of all accounts payable invoices and/or related canceled checks, time cards and/or canceled paychecks and deposit slips and bank statements. Such documentation must clearly relate to the room tax supported activity.
- Reporting of any surplus(fund balance) and a commitment that funds will be applied for subsequent year events.
- A written evaluation of the project.
- Accounting records must be maintained for three years after completion of the project.
- Copies of promotional material with the necessary funding acknowledgment.

INFORMATION FOR CITY OF WAUSAU ROOM TAX FUNDING REQUESTS

OTHER PROGRAM OBLIGATIONS:

- All revenues generated from the event/project or activity must be used to offset current or subsequent project expenses. Final surpluses and their intended use must be reported in the final accounting.
- Contributions to other not-for profits or organizations, and scholarships to individuals are ineligible project expenditures.
- Room tax funds may only be used for activities and costs identified in the application. Any modifications must be submitted to the City for approval by the Finance Committee and Common Council.
- Funding is contingent upon the City's successful receipt of an executed room tax agreement.
- Failure to comply with the conditions of the contract may result in the termination of the contract, future ineligibility for the program, and reimbursement of room tax funding.

PROGRAM REVIEW:

The City of Wausau reserves the right to deny any and all requests received.

Room Tax Applications shall be reviewed and ranked by members of the Finance Committee or its ad hoc committee. The committee may conduct brief interviews with eligible applicants. The committee's recommendation will be submitted to the Common Council for final funding authorization.

If you have any questions, please contact the Finance Director at (715) 261-6645.

CITY OF WAUSAU ROOM TAX APPLICATION FORM

Organization Name: _____ Date: _____

Address: _____

Contact Person: _____ Phone Number: _____

Event or Organization Description: _____

Location of Event/Project: _____

Dates of the Event or Anticipated Project Completion: _____

Geographic Area Served: _____

Projected Attendees Served: _____

Target Market/Attendees (indicate characteristics such as: families, youth, adults, seniors): _____

Legal Status of the Organization: _____

FUNDING TYPE:

- Existing Event (Indicate number of years funded by Room Tax _____)
- New Event
- Operating Subsidy (Indicate number of years funded by Room Tax _____)
- One Time One of A Kind Request
- Other Type of Request (Describe _____)

FUNDING REQUEST:

Room Tax Request Amount \$ _____

Total Project/Event Budget \$ _____

Total Organizations Operating Budget \$ _____

EVENT/PROJECT OBJECTIVE:

- Economic Development
 - Tourism/Destination Development
 - Quality of Life
-

CITY OF WAUSAU ROOM TAX APPLICATION FORM

Define your program goals, and objectives in specific terms and methods to monitor the success of the objectives:_____

Provide a detailed schedule of activities: _____

Address the need and direct benefit to the public and/or provide an estimated economic impact of this program : (Economic impact information would include estimated overnight visitors and room revenues, and other spending such as gas stations and restaurants), (you may attach letters supporting the need for this program): _____

Identify other agencies within the Wausau area conducting a similar activity, event or project. _____

Describe any cooperative activities among other agencies participating in this project. Be specific in defining agency roles and contributions. (You may attach commitment letters from these agencies.): _____

CITY OF WAUSAU ROOM TAX APPLICATION FORM

Provide a detailed promotional schedule and budget (identify detailed specific media coverage such as printed material, specific printed ads, radio and tv ads, billboard coverage, or direct mail): _____

If an appropriation was received by your organization in a prior year, please provide a narrative description of goals achieved and how the public benefitted (provide detailed information such as gate attendance statistics, number of hotel room nights booked): _____

Describe your fund raising efforts: _____

List primary funding sources and indicate whether the funds are secured:

- | | | | |
|----|-------|-----------------------|-----------------|
| 1. | _____ | Funding Secured _____ | Unsecured _____ |
| 2. | _____ | Funding Secured _____ | Unsecured _____ |
| 3. | _____ | Funding Secured _____ | Unsecured _____ |
| 4. | _____ | Funding Secured _____ | Unsecured _____ |

What percent of your total budget represents room tax funds? _____ %

Will your event/project become self-sustaining? _____ Yes, _____ No. If yes when? _____

Explain the effect **not** receiving a City Appropriation would have on your project: _____

DON'T FORGET TO SUBMIT THE ADDITIONAL REQUIRED DOCUMENTS!!!

CITY OF WAUSAU ROOM TAX APPLICATION FORM

OTHER REQUIRED DOCUMENTS:

Organizational Budgets AND Project Budget

Most Recent Financial Statements including Balance Sheet and Statement of Revenues & Expenses Budget to Actual.

If the organization is a not-for-profit, submit a copy of the IRS determination letter establishing your “Not for Profit” status.

Organization Chart, and Listing of Executive Committee/Board of Directors

H:\FWCOMMON\Admin Pool\Room Tax Application.wpd

CITY OF WAUSAU ROOM TAX APPLICATION FORM PROJECT BUDGET

REVENUES:	
Sponsorship Revenue(attach a detailed schedule)	
Donation Revenue (attach a detailed schedule)	
Other Fund Raising Income (describe)	
Concessions/Food/Beverage/Other Sales	
Ticket/Admission Revenues	
Parking Revenues	
Commission/space rental	
Membership Fees	
Other Program Revenue (describe)	
TOTAL REVENUES	
EXPENSES:	
Insurance Expense	
Promotional Expenses	
License Expense (describe)	
Facility Rental and Expenses (describe)	
Equipment Costs(attach a detailed schedule)	
Printing Expense	
Supplies(attach a detailed schedule)	
Postage	
Personnel Costs(attach a detailed schedule)	
Fund Raising Expense (describe)	
Entertainment Expense (attach a detailed schedule)	
Concession Expense	
Personnel Expense(attach a detailed schedule)	
Security and Clean Up Expense	
Other Expenses (attach a detailed schedule)	
TOTAL EXPENSES	
NET PROFIT (LOSS)	
CASH BALANCE FROM PRIOR YEAR	
CASH BALANCE TO CARRY FORWARD	