

**CITY OF ANTIGO  
HOTEL/MOTEL ROOM TAX COMMISSION  
APPLICATION TO SOLICIT FUNDS**

Name of Application Organization: \_\_\_\_\_

Project Title: \_\_\_\_\_

Total Cost of Project: \$ \_\_\_\_\_

Amount requested from Room Tax Commission: \$ \_\_\_\_\_

Matching Funds: \$ \_\_\_\_\_

Estimated project start date: \_\_\_\_\_ Estimated completion date: \_\_\_\_\_

(Check all that apply)  
Business Organization: Corporation \_\_\_\_\_ Partnership \_\_\_\_\_ Non-Profit \_\_\_\_\_ Tax Exempt \_\_\_\_\_

Person in Charge of Project: \_\_\_\_\_

Address: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Business Phone: \_\_\_\_\_

1. Is this a first time event? Yes \_\_\_\_\_ No \_\_\_\_\_ If yes, skip to # 4

2. Was the event successful in the past? Yes \_\_\_\_\_ No \_\_\_\_\_ If no, go to # 2

3. By what measurement was the event successful?  
     National Exposure \_\_\_\_\_  
     Regional \_\_\_\_\_  
     Tourism \_\_\_\_\_  
     Local Attendance \_\_\_\_\_  
     Estimated Local Attendees \_\_\_\_\_  
     Total Event Attendance \_\_\_\_\_

4. Are the beneficiaries:  
     Youth \_\_\_\_\_  
     Adults \_\_\_\_\_  
     Seniors \_\_\_\_\_

5. Does the event have an admission charge? \_\_\_\_\_  
     If yes, how much? \$ \_\_\_\_\_

6. Is there a discount or waiver for youth? \_\_\_\_\_  
     If yes, how much? \$ \_\_\_\_\_

7. Did the event create a profit? \_\_\_\_\_  
     If yes, how much? \$ \_\_\_\_\_

8. How much time will a visitor spend at your attraction? \_\_\_\_\_

9. Project number of overnight stays visitor attraction will generate in Antigo: \_\_\_\_\_

10. Will the profit be re-invested in the community? \_\_\_\_\_  
If yes, where and when?

\_\_\_\_\_  
\_\_\_\_\_

If no, do you expect positive net earnings in the future?

\_\_\_\_\_  
\_\_\_\_\_

11. Are any directors, volunteers, or board members provided compensation or reimbursement from a City donation or event proceeds? \_\_\_\_\_

12. Will the City be expected to provide future support?  
If yes,

Cash \_\_\_\_\_  
Police \_\_\_\_\_  
Fire/EMS \_\_\_\_\_  
Utility \_\_\_\_\_

Detailed description of the project: (if necessary complete on separate sheet)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Describe where the project will be marketed and how the project would be marketed to the visiting public:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Required Enclosures (Check below if include):

- Completed Application
- Project Budget
- For Non-profit organizations--attach a copy of minutes approving the project and proof of non-profit status

Signature \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

For Office Use Only
Date of Event: _____
Amount of Grant Approved: \$ _____
Date Check Disbursed: _____
Date Copies of Documentation Rec'd _____
(To be received within 30 days of event)

## Hotel/Motel Commission Advertising/Promotion Guidelines

If the event organizer(s) are able to provide an answer of "No" to any of the questions below then the group would not be eligible to receive funds from this commission. Please contact the City of Antigo to see if other funding is available and to determine eligibility for another program.  
Thank you.

- 1.) Where outside the community do you plan to advertise/promote your event; will your advertising be at least 100 miles from the City of Antigo to promote the community as a destination? Please note that preference will be given to those events where advertising reaches markets which are 100+ miles away from the Antigo/Langlade County area.
- \_\_\_\_\_

- 2.) Is the funding from this commission to be used strictly for advertising/promotion?
- \_\_\_\_\_

- 3.) Will your organization be able to provide matching funds in the amount which you have requested?
- \_\_\_\_\_

- 4.) Has your organization been in existence for more than 12 months?
- \_\_\_\_\_

- 5.) Will your event provide overnight stays?
- \_\_\_\_\_

- 6.) Will you be able to submit documentation\* of the advertising/promotion expenditures within 30 days of the scheduled event to the City Clerk-Treasurer?
- \_\_\_\_\_

- 7.) Number of times this group has requested funds previously? \_\_\_\_\_  
If this is an event that is returning to request funding will you demonstrate where you have advertised previously by providing copies of advertising/promotional invoices?

\*Please note that failure to provide this documentation will not allow for reimbursement from this commission.



**GUIDELINES TO SOLICIT FUNDS  
CITY OF ANTIGO  
HOTEL/MOTEL ROOM TAX COMMISSION**

**Mission & Purpose**

The Mission of the Hotel/Motel Room Tax Commission is to encourage overnight stays and tourist spending in Langlade County. The hotel/motel room tax was increased to 6% in November 2005 and is allocated in the following matter: 70% for tourism, 20% to economic development and 10% to the general fund. (Of the 70% identified for tourism, \$5,000 per quarter will be placed in a reserve account until sufficient funds exist for the creation of a "Welcome Center".) A major focus of the Room Tax Commission is to fund local organizations and groups aiming to promote tourism and economic development in the area.

**Composition**

The Commission consists of the following members as identified in Resolution No. 026-04: Mayor, City Council President, Chamber of Commerce Director, Langlade County Economic Development Committee Chairperson, Chamber of Commerce Member, Citizen at Large and Lodging Representative. Each representative not appointed by position is appointed by the Mayor to serve a three-year term.

**Eligibility**

Any non-profit organization or group may apply for room tax dollars. Applicants are to request funds allocated for advertising and promotion of tourism. Organized groups must be able to document existence for more than 12 months. Priority will be given to projects that facilitate overnight visits at the lodging establishments within the Antigo city limits.

**Fund Distribution Guidelines**

Funds shall be distributed as grants, and a matching contribution from the applicant is expected. Grant determinations will be on a first come, first serve basis and the specific distribution formula will be determined for each funded project on an individual basis. The Room Tax Commission will review and discuss all applications at their monthly meeting (normally scheduled the last Wednesday of each month). Application forms are available at the Parks & Recreation Department located in City Hall. Completed applications must be returned by the Wednesday preceding the meeting date in order to be considered by the Commission or the application will be held until the following month. Funds must be used within the current year and the Commission will require accountability for all funds distributed. Copies of invoices or other supporting documentation must be submitted to the Clerk-Treasurer's office within 30 days of the scheduled event.

**Application Criteria**

A copy of the completed application must be submitted along with a project budget, a copy of meeting minutes approving the project, if applicable, and proof of non-profit status, if applicable.