# Rhinelander Tourism & Marketing Committee

# ROOM TAX GRANT APPLICATION FORM

**PLEASE RETURN YOUR**
***APPLICATION AND SUPPORTING INFORMATION* TO:**

**Rhinelander Area Chamber of Commerce**
**Attn: Lauren Sackett**
**P.O. Box 795, Rhinelander, WI 54501**
**lauren@rhinelanderchamber.com**

## Grant Overview

Room tax funds are received from the City of Rhinelander and the Town of Pelican, and are facilitated by the Rhinelander Area Chamber of Commerce through the Rhinelander Tourism Marketing Committee ("RTMC"). RTMC allocates a percentage of its room tax revenue for the development or expansion of visitor attractions and amenities through a grant fund.

Funding is devoted to community groups and organizations that further the advertising and promotion of tourism in the Rhinelander area. RTMC will consider applications from non-profit groups and organizations that provide marketing and focus on bringing people to the Rhinelander area. RTMC will also consider applications from non-profit groups and organizations that offer activities or events that will encourage people to stay longer.

RTMC will not fund for-profit organizations. RTMC will not provide room tax funds for an organization's operating expenses, volunteer pay or stipends, or infrastructure.

## Funding Guidelines & Criteria

A number of criteria must be met to qualify for grant consideration:

1. Your event or project must be sponsored by a Non-Profit organization with IRS certification.
2. The event or project must be located within the Rhinelander area; however, 'WOW' type events located outside our normal area that will have a positive impact on our area may be given consideration.
3. Contributing to the development or expansion of visitor attractions and amenities. Cannot include projects that are considered to be standard building maintenance and updates.
4. Funding is intended for launching new events and projects; likewise, to enhance or improve existing events and projects.
5. Applicants proposing off season or in season week day events may be given more consideration.
6. Events or projects will need to report back to the RTMC (see requirements in Reporting). If reporting is not completed from a previous grant award, this application will not be reviewed.

Three Goals of Support:

1. New events or enhancements to current events to draw additional people to our area.
2. Marketing & Promotions outside of a 50-mile radius.
3. Tourism Experience Improvements.

**Grant application will be considered on its own merits and it is within the RTMC's authority to approve or deny any grant for any reason.**

The RTMC will operate without discrimination as to age, race, religion, gender, national origin or sexual orientation in the consideration of funding request and will award funding only to organizations which do not discriminate as to age, race, religion, gender, national origin or sexual orientation.

# Applications

The Room Tax Application must be completed in its entirety. Room tax funds may only be used for activities and costs identified and approved for in the application. Failure to comply with the conditions of the contract may result in the termination of the grant, future ineligibility for the program, and reimbursement of room tax funding.

## Deadline

The Rhinelander Tourism Marketing Committee will accept funding applications for review. Applications must be received at the Chamber of Commerce office by 5pm on the specified deadline date.

**2026 Deadline – November 15, 2026**

Applications are available at the Rhinelander Area Chamber of Commerce, and online at www.RhinelanderChamber.com. Applications may be submitted electronically or by hand.

Please complete the application on the following pages.

# Funding Acknowledgement

Grantee confirms that the title "Rhinelander Tourism & Marketing Committee" will appear/be listed as a sponsor on any advertising done for the Project. The RTMC 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 Explore Rhinelander logo. When no printed information is developed, verbal recognition shall be given during the presentation or performance.

# Payment of Funds

Grantee will receive funds reimbursed to them after the final reporting is complete.

# Reporting

A final accounting, to the RTMC Treasurer (Chamber CEO), is due three months after the event/or project completion as indicated on the application in order to be eligible for reimbursement. Please include:

- final line item accounting of the revenues and expenses,
- attendance statistics (i.e. Attendee numbers and demographics)
- reporting of any surplus(fund balance) and indication that funds will be applied for subsequent year events,
- a copy(copies) of promotional materials to prove use of funding acknowledgement (ads, website, etc.)
- copies of receipts

# RTMC ROOM TAX GRANT APPLICATION FORM

Please fill out all portions of the application in its entirety.

## Organization

| | | | |
|---|---|---|---|
| **Organization Name** | | | |
| **Org. Officer (Name, Title, Email)** | | | |
| **Application Contact Person (Name, Title)** | | | |
| **Mailing Address** | | | |
| **Email Address** | | | |
| **Phone Number** | | | |
| **Geographic Area Served:** | | | |
| **IRS Designation** | | **FE-IN #** | |
| **Purpose of your Org** | | | |

## Funding Request

| | |
|---|---|
| **Event/Project Title** | |
| **Amount of Funding Requested** | |
| **Funding Type (Circle One)** | ☐ **Existing Event** ☐ **New Event** ☐ **Marketing/Promotion** ☐ **Tourism Experience Improvement** ☐ **One-Time Ask** |
| **Date(s) of event, project, etc.** | |

## Event/Project Information:

| | |
|---|---|
| **Event/Project Description and Goals**<br><br>**Answer the following questions.**<br>**▪ What is the event/project purpose?**<br>**▪ Provide a description of the event/project.**<br>**▪ What will a visitor experience when there? How long will a visitor spend there?**<br>**▪ What makes it special?**<br>**▪ Is it unique in Wisconsin or the Rhinelander area?** | |
| **Describe in detail how the project will be marketed to the visiting public, including answers to the following questions:**<br><br>**▪ Who is your target audience?**<br>**▪ How large do you anticipate your marketing budget to be? Describe in detail how the project will be marketed to the visiting public.**<br>**▪ What kinds of sales, advertising and promotions will you do?**<br>**▪ Who will provide you with the marketing expertise you need?**<br>**▪ What plans do you have for cross promotion with other attractions?** | |

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|---|---|---|---|
| **What impact will the event/project have on the tourism economy?**<br><br>**Answer the following questions.**<br>**▪ How many overnight stays will it generate in the first year?**<br>**▪ How many overnights in years 2 & 3? What growth do you anticipate?**<br>**▪ How did you arrive at that estimate?**<br>**▪ Describe the economic impact the event/project will have on other local businesses.** | | | |
| **Location of Event/Project** | | | |
| **Projected Attendees** | | **Previous Year's Attendance** | |
| **Target Attendees (ie families, kids, adults)** | | | |
| **What is your marketing plan for attracting out-of-market visitors to the Rhinelander Area?**<br><br>**Include specific media and public relations plan, target markets, advertising plans, and other out of area promotional plans.** | | | |
| **Other Information you would like the RTMC to know:** | | | |

## FINANCIAL STATEMENT

| PLEASE ENTER YOUR ANTICIPATED INCOME / OPERATING BUDGET FOR EVENT/PROJECT FUNDING | | | | |
|---|---|---|---|---|
| **INCOME:** | **Amount** | | **Marketing EXPENSES: (list exact outlets)** | **Amount** |
| Admissions/Registrations | | | Print Advertising | |
| Sponsorships | | | | |
| Dues | | | | |
| Donations | | | Social Media | |
| Projected Room Tax Grant Funding | | | | |
| Merchandise Sales | | | | |
| Concession Sales | | | TV Advertising | |
| Raffles | | | | |
| Other (List) | | | | |
| | | | Radio Advertising | |
| | | | | |
| | | | | |
| | | | Internet/Digital Advertising | |
| | | | | |
| | | | | |
| | | | Flyers/Signs/Posters | |
| | | | | |
| | | | | |
| | | | Other (list) | |
| | | | | |
| | | | **Total Marketing Expenses:** | |
| | | | | |
| | | | Other Operational Expenses: | |
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| **Total Income:** | | | **Total Expenses:** | |
| **NET PROFIT (or loss): $** | | | | |

Applicant Signature: _____

# EXAMPLE FINANCIAL STATEMENT

| INCOME / OPERATING REPORT FOR EVENT/PROJECT FUNDING | | | | |
|---|---|---|---|---|
| **INCOME:** | **Amount** | | **Marketing EXPENSES: (list exact outlets)** | **Amount** |
| Admissions/Registrations | *$1500* | | Print Advertising | |
| Sponsorships | *$2000* | | Northwoods River News | *$250* |
| Dues | -- | | Star Journal | *$250* |
| Donations | *$500* | | Up North Action Magazine | *$250* |
| Room Tax Funding | *$500* | | | |
| Merchandise Sales | -- | | | |
| Concession Sales | *$250* | | Flyers/Signs/Posters | *$200* |
| Raffles | | | | |
| Other (List) | | | | |
| | | | TV Advertising | |
| | | | WJFW Newswatch 12 | *$500* |
| | | | | |
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| | | | | |
| | | | Radio Advertising | |
| | | | NRG Media | *$300* |
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| | | | | |
| | | | Internet | |
| | | | Website Updates | *$100* |
| | | | | |
| | | | | |
| | | | Social Media | |
| | | | Facebook | *$75* |
| | | | | |
| | | | | |
| | | | Other (list) | |
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| | | | | |
| | | | **Total Marketing Expenses:** | *$1925* |
| | | | Other Operational Expenses: | *$365* |
| **Total Income:** | ***$4750*** | | **Total Expenses:** | ***$2290*** |
| **NET PROFIT (or loss): $ 2460** | | | | |

Example