

AGENDA
CITY OF BERLIN
TRAVEL & TOURISM COMMISSION
MONDAY, JANUARY 18TH AT 6PM
CITY HALL 2ND FLOOR CONFERENCE ROOM
MEETING IS OPEN TO THE PUBLIC & CITY HALL IS HANDICAPPED ACCESSIBLE

- 1) Call meeting to order- Roll Call
- 2) General Public Comments
- 3) Approval of Minutes- Travel & Tourism Meeting October 19th, 2020
- 4) Discuss Timeline for Accepting Applications. RECOMMENDATION: Action as appropriate.
- 5) Review and Discuss Application and Reporting. RECOMMENDATION: Action as appropriate.
- 6) Discuss virtual meetings. RECOMMENDATION: Action as appropriate.
- 7) Old Business (To be used to request items of old business be put on a future agenda for further discussion or action; or used to make a motion for reconsideration of an item from the current meeting or immediately previous meeting; or to make a motion to take items off the table which were laid on the table only during the current meeting.)
- 8) New Business (To be used to request items of new business be put on a future agenda)
- 9) Public Appearances
- 10) Next Meeting February 15th, 2021
- 11) Adjourn

CITY OF BERLIN TOURISM COMMISSION MINUTES
OCTOBER 19TH, 2020
CITY OF BERLIN
BERLIN, WISCONSIN

The October 19th, 2020 City Plan Commission meeting was called to order at 6:00 p.m. Roll call present were: Joel Bruessel, Andi Rogers, Janet Broesch, Michelle Omichinski, and Mary Kubiak. Also present was Lindsey Kemnitz & Andrew Nussbaum.

First item on the agenda was to elect chair, vice chair, and secretary. Rogers made a motion to elect Bruessel as Chair. Asked three times for any interested parties, hearing none Broesch seconded the motion, which was carried by a voice vote. Rogers made a motion to elect Broesch as Vice Chair. Asked three times for any other parties, hearing none Omichinski 2nd the motion. The motion was carried by a voice vote. Broesch made a motion to elect Rogers as secretary. Asked three times for any other interested parties, hearing none Omichinski 2nd the motion. The vote was carried by voice vote.

The next item was to discuss meeting guidelines and purpose of the commission. Chair Bruessel stated this commission will follow parliamentary rules during the meeting. He reminded the commission that this is a public meeting and that the board cannot communicate via email as that will be a violation of open meetings. The purpose for this group is to distribute the room tax funds to nonprofit entities for marketing to bring overnight stays within our community. Kemnitz provided the group with the state statute on room tax and other graphics to explain the purpose of the commission. Kemnitz also provided the commission an example application for the room tax funds from Waushara County.

The commission discussed accepting applications two times a year to align with when organizations would use the funds. They discussed March and September deadline for the application and decision in April and October. The funds can only go to a nonprofit, but the commission can work with nonprofits on community projects such as a Discover US episode. Nussbaum suggested retaining 8-10% contingency for the commission. One member asked what would happen if the funds were granted out and then the event was cancelled?

For the next meeting the commission will be reviewing additional room tax request forms from other communities, discuss requirements for room tax request, application deadlines, and review timeline.

Next meeting date is November 16th at 6pm.

Kubiak moved to adjourn at 7:40p.m. Broesch seconded the motion, which carried by voice vote.

Lindsey Kemnitz, Community Development Director

JEM Grant Application Review Form

NAME OF EVENT _____

APPLICANT _____ EVENT DATE _____

TYPE OF JEM GRANT (NE, EE, OTOK, SP) _____

GRADING SYSTEM: 1 = Not likely 2 = Somewhat likely 3 = Likely 4 = very likely 5 = Extremely likely

EVENT

Click the number to select

Application shows project is creative and/or has broad appeal	1	2	3	4	5
Application shows project will generate increased visitors and have positive economic impact	1	2	3	4	5
<i>Score only one of the following:</i>					
Application shows project can eventually be self-sustaining (not applicable to OTOK)	1	2	3	4	5
OTOK Only: Shows project is unlikely to happen again (5 is greatest unlikeliness)	1	2	3	4	5

TOTAL POINTS: _____

MARKETING (score doubled for this category)

Application describes target audience and an effective marketing plan	1	2	3	4	5
Promotional budget demonstrates ability to reach the visitor	1	2	3	4	5
Funding request is proportionate to estimated visitor spending	1	2	3	4	5

TOTAL POINTS x 2 : _____

GOALS & ADDITIONAL LEVERAGE

Application shows adequate tracking plan for visitor count	1	2	3	4	5
Application shows impact of reasonable additional leverage	1	2	3	4	5
Application shows measurable goals for event	1	2	3	4	5

TOTAL POINTS: _____

GRANT TYPES (Score only one - corresponding to type of grant)

<i>New Event:</i> This project is new to the area and goes beyond organizations scope of service	1	2	3	4	5
<i>Existing Event:</i> Is reaching new market, new demographic or using new media to expand	1	2	3	4	5
<i>Sales Promotion:</i> Shows significant incentives to draw visitor during shoulder season	1	2	3	4	5
<i>OTOK:</i> Project will draw Midwest media attention	1	2	3	4	5

TOTAL POINTS: _____

TOTAL POINTS FROM REVIEW

Reviewer _____ Date _____



ARTS & TOURISM GRANTS PROGRAM

2015-2016 PROGRESS REPORT

Use this form **ONLY IF THE PROJECT WILL NOT BE COMPLETED** by June 3, 2016. If the project will be completed by or prior to June 3rd, then use the **FINAL REPORT FORM**. A Progress Report **or** a Final Report form must be received by: **June 3, 2016**.

1. Organization _____

Address _____

City _____ Zip _____

2. Grant Amount Awarded: \$ _____ Name of Project _____

3. Brief Description of Project:

4. Expected date project will be completed: _____

5. Reason project was not completed by June 3, 2016:

Signature: _____ Title _____

Print Name: _____ Date: _____

E-Mail Address: _____ Phone : _____

Return To: Melody Burnett, Grants Administrator
HPCVB Arts & Tourism Grants Committee
P.O. Box 2273
High Point, NC 27261

** Remember the **Final Report** is due by **December 30, 2016**,
if your project is not completed by June 3, 2016.

UNION COUNTY CHAMBER OF COMMERCE
TOURISM TRT GRANT - Event or Project

Contact Person _____

Organization _____

Address _____

City _____ Zip Code _____

Phone (541) _____ Fax (541) _____ Email _____

Grant Deadline February 12, 2016

1. Title and description of your organization's event or tourism project: _____

2. Date of event or project completion: _____

3. Is this a new event? If so, describe your organization's history; if the event has happened before, please tell its history: _____

4. Estimated number of attendance in past: _____ Projected for 2016: _____

5. Estimated percentage of participants or audience from out of county: _____

6. Describe how the requested funds will be used: _____

7. How will this project bring tourism dollars to Union County? _____

How will you measure the success of your project? What are your measurable goals? _____

9. Locations of where you would like to advertise the event: (Please check which ones apply)

☐ Boise
☐ Pendleton Other: _____
☐ Portland
☐ Tri Cities

10. What form of media would you like to advertise your event with? (Please check which ones apply)

☐ Northwest Travel Magazine ☐ Radio
☐ Eastern Oregon Visitors Guide ☐ The Entertainer
☐ Oregon Events Calendar Magazine Other: _____
☐ Social Media (Facebook, etc.)
☐ Northeast Oregon Magazine

11. What month(s) would you like the ad to run? _____

12. Budget: Please be specific. You must show at least 1:1 match from other sources. Match can include in-kind donations of time, product, or funds.

Sources of Revenue (List sources and amounts)

Amount

Request from Union County Chamber of Commerce Tourism Grant

TOTAL REVENUE

Expenses

Amount

TOTAL EXPENSES

Please attach a copy of your budget.

Authorized Applicant Signature:

Title: _____

Tourism Review and Comments:

Title: _____

For the Union County Chamber of Commerce:

Request Disapproved or Approved in the amount of \$ _____

Special Conditions:

Kristen Dollarhide, Executive Director
Union County Chamber of Commerce
541.963.8588
director@unioncountychamber.org

01/2016

Granting Policy: *The purpose of the TRT Grant program is to assist in the promotion or development of events or attractions that increase the economic impact of tourism in Union County.*

- Grants must be for Tourism Promotion or for a Tourism related facility*.
- Activity must occur within Union County.
- Activity must be open to the general public.
- Requesting group or agency must be a government agency or not for profit organization doing business in or providing direct benefit to Union County.
- Partnerships are favored. Projects that show cooperation or coordination with other projects or events are encouraged and will be given preference over projects that stand alone.
- Grant recipients will be sent a report form three to six weeks after receiving the grant. The report must be filled out and returned to the Chamber within ten business days. Photos, copies of fliers or posters, promotional items, advertisements, or other evidence of project progress or completion are recommended.
- Any publications or publicity of your project or event should include the following information:
This project is funded in part by a grant from the Union County Chamber of Commerce.
Requirement does not apply to advertisements. If space is limited, requirement can be waived with advance approval by the Executive Director.

*Tourism Promotion means: advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists; conducting strategic planning and research necessary to stimulate future tourism development; operating tourism promotion agencies; and marketing special events and festivals designed to attract tourists.

*Tourism related facility means: a conference center, convention center or visitor information center; and means other improved real property that has a useful life of 10 or more years and has a substantial purpose of supporting tourism or accommodating tourist activities.

Tourist means: a person who, for business, pleasure, recreation, or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from and unrelated to the person's community of residence, and that trip: requires the person to travel more than 50 miles from the community of residence; or includes an overnight stay.



REQUEST FOR FUNDING

Mission: The mission of the Vienna Tourism Commission is to fund tourism initiatives that will bring overnight guests to our hotels to generate room tax.

Requirements:

- Funding request forms must be received no later than *1 month prior* to the event. (VTC meets the 2nd Tuesday of the month)
- The VTC may fund requests that meet the mission of the VTC, and will review each request on an individual basis
- Requests must be made each year if sustained funding is requested
- All hotel logos must be displayed on all marketing materials/websites.
- If your organization plans to request funding in year two, VTC requests that your organization submits proof of marketing/promotional expenses and an approximate guess on the number of room stays that your event generated from year one.

Promotional Budget: The funding program can help reimburse funds for promotional and marketing costs only.

Year One: VTC may approve up to 75% of the eligible expenses in the promotional budget. Your financial responsibility will be the remaining 25%. After year one funding is approved and your event has passed, we request that your organization submits proof of marketing/promotional expenses and proof of room stays.

- **Example:** *If your promotional budget is \$1,000, we may reimburse up to \$750 of the eligible expenses. Your organization will be responsible for at least \$250 of the promotional budget.*

Year Two: VTC may approve up to 50% of the eligible expenses in the promotional budget. Your financial responsibility will be the remaining 50%. If your organization plans to request funding in year two, VTC request that you submit proof of marketing/promotional expenses and an approximate guess on the number of room stays that your event generated from year one.

- **Example:** *If the promotional budget during the second year remains at \$1,000, we would reimburse up to \$500 of the eligible expenses and you would be responsible for the other \$500.*

Year Three: VTC may approve up to 25% of the eligible expenses in the promotional budget. Your financial responsibility will be the remaining 75%.

Operational Budget: Along with the promotional budget, you need to submit an operational budget. The operational budget should include all costs not in your promotional budget. Examples of operational expenses include staff salaries, travel costs, facility rentals, insurance, computer equipment, promotional incentives and portables.

Examples of events that have been funded by the DeForest Windsor Tourism Commission in the past include: Dragon Art Fair, Norski Soccer Spring Fling Tournament, Schumacher Farm Bluegrass Festival



Vienna Tourism Commission

REQUEST FOR FUNDING

REQUEST FOR FUNDING FORM

Name of Event:

Date of Event:

Organization:

Tax ID#:

Contact Person:
Address:

Daytime Phone:

E-mail:

Website:

Amount Requested:

Total Event Cost:

PROJECT DESCRIPTION:

(Detailed marketing plans, budgets, and project costs are encouraged)

Why the VTC Should Contribute to this Event:



Vienna Tourism Commission

REQUEST FOR FUNDING

Example Budget

		<u>Expenses</u>	<u>Revenues</u>
<u>Promotional</u>	Marketing Materials Design and Materials		
	Includes: direct mail postcards, brochures, registration forms sent to potential vendors and postage for mailings)	\$500.00	
	Advertising Plan (Attached)	\$1000.00	
	Signage - Located at I/90-94, Hwy. 51 & Hwy. 19, V/North Street & Main, Vinburn/Main		
	4 each 3'x8' banners – Signs by Tomorrow, Madison	<u>\$500.00</u>	
	Estimated Promotional/Advertising Expenses	\$2,000.00	
<u>Operational</u>	Event Program and On-site Signage	\$400.00	
	Supplies (food, bags, cleaning materials, etc.)	\$600.00	
	Follow up Letters/Surveys/Marketing	\$50.00	
	Facility Rental	<u>\$200.00</u>	
	Estimated Operational Expenses	\$1,250.00	
<u>Miscellaneous</u>	Art Program College Scholarship	500.00	
	Estimated Miscellaneous Expenses	\$500.00	
<u>REVENUES</u> (Estimated)	Vendor Booth Fees (\$50 per booth for 50 booths filled)		\$2,500.00
	Sales of T-shirts, cookbooks, refreshments, etc.		\$200.00
	Silent Auction		<u>\$300</u>
	TOTAL REVENUES (estimated)		<u>3,000.00</u>
	TOTAL EXPENSES (estimated)	<u>\$3,750.00</u>	
Request from VTC Funding (75% of \$2,000 marketing/promotional budget)			\$1,500

Please return fund request to:

Vienna Tourism Commission
PO Box 427
DeForest, WI 53532
Contact: Heike Compe
608-846-4573
Viennatourism1@gmail.com ~ www.exit 126.com



Tourism Grant Final Project Report

Sponsored by Cumberland Valley Visitors Bureau

Due Date: No later than 45 days after completion of the project;
No later than March 12, 2018.

Submit To: Cumberland Valley Visitors Bureau (CVVB)
Attn: Ashley Kurtz, Promotions Manager
53 W. South Street, Suite 1
Carlisle, PA 17013
akurtz@visitcumberlandvalley.com | (717) 240-7192

Final Project Report Instructions: Applicants may compile their Final Project Report in the program they see fit. The report may use the applicant's style guide for font, logo inclusion and coloring. Each report should be at least one, but no more than five typed pages, and must touch on the following areas to be deemed complete:

1. Grant Basics

- a. Name of the organization receiving the grant, the grant amount and cooperative partners involved in the grant.

2. Grant Purpose

- a. Why was there a need for the grant funds?
- b. What projects were completed with the grant funds?

3. Grant Outcome

- a. Was the project successful? Why or why not.
 - i. Marketing Initiatives projects should submit copies of the finished product and/or advertising metrics.
 - ii. Tourism Capital Improvements projects should submit photos of completed project, hold ribbon cutting ceremonies, send press releases or host CVVB FAM tours, as applicable.
- b. Were there surprises, good or bad, that arose during the project? How did these affect your timeline?

4. Budget

- a. Did your project come in over or under budget? If so, why?
- b. Please complete the budget template found at visitcumberlandvalley.com/newsroom/tourismfunding/tourismgrants and attach it to your Final Project Report.
 - i. If you have any questions about this budget, or would like to edit it, please contact Ashley Kurtz at akurtz@visitcumberlandvalley.com or (717) 240-7192.
 - ii. For projects that included printed product, like brochures, please use the Notes field to indicate the total quantity printed.

5. Feedback

- a. What advice would you give to future applicants requesting grant funds for similar projects?
- b. Please provide a one to three sentence testimonial to be used for future CVVB Grant Programs.

Tracking Expenditures:

Every year, the Department of Tourism is required to report the economic results of the JEM grant projects. We report the projected and actual total leverage. The total leverage of your grant project is the State's return on investment (ROI).

Typically JEM recipients measure visitor spending results. This can be done by counting all visitors/attendees and surveying a representative sample. Gated events or events that require registration are much easier because you can use that information to determine the number of attendees and how many of those attendees came from out-of-town. Often, room nights stayed are also tracked through registration. But, for festivals, or events with a number of different locations, it can be challenging to track all the attendees. In these situations, spend some time working on a plan that will give you counts that are as accurate as possible. You might have teams of volunteers counting attendees at each location and asking a representative sample of a few simple questions that can be asked quickly and give you a wealth of information, such as:

- What is your zip code?
- Are you staying overnight?
- How did you hear about our event?

Longwoods International and Tourism Economics conduct research for the Wisconsin Department of Tourism. They have provided us with the following averages:

- \$71 spending per day visitor, and
- \$160 spending per overnight visitor per night

Let's say that tracking the goal of 500 attendees and 100 room nights has shown that the actual count was 600 people. Volunteers were able to survey 200 people or one-third of the attendees. The data from the sample shows that 110 people were local, 30 people stayed overnight and 60 people were day visitors. You can multiply 60×3 to get the total number of day visitors (180) and 30×3 to get the number of overnights (90). To calculate visitor expenditures multiply 180 people (day visitors) \times \$71 (\$12,780) and 90 (overnight visitors) \times \$160 (\$14,400). These products added together equal your visitor expenditure (\$27,180).

Sometimes JEM recipients use other research to figure economic results and that is fine. The most important thing is counting the attendees and knowing how many of them came from out-of-town.

Evansville Room Tax Commission Grant Program 2017

Grant Reporting Form

Reports help the commission track the progress of programs and projects and ensure proper programmatic oversight of grants. Reports are also intended to provide the grantee an opportunity to reflect on program activities and plans. Please use these guidelines to report on the progress of your grant.

The report due date will be xx/xx/xxxx. The Room Tax Commission will not release future grant payments until all report requirements are up-to-date.

Please do not use this report to request future support.

Feel free to add any supplemental information or materials that may be helpful to our understanding of your progress to this report.

Email completed grant reports to Sue Berg at suebergsolutions@gmail.com

Today's Date: _____

Grant Event: _____

Name of Organization: _____

Address: _____

Purpose of Grant: _____

Amount of Grant: _____ Director/Officer: _____

Person Completing Reporting Form: _____

Email Address: _____ Telephone Number _____

Type of Report: Annual _____ Final _____

NARRATIVE

A brief description of the original goals and objectives set for the organization during the grant period.

What were you able to achieve as a result of this grant, and specifically what marketing did you utilize?

What internal and external factors have contributed to or impeded the success of this grant?

Based on your experience thus far, what would you have done differently if you had the chance?

Are there any important changes or information about your organization you want to share?

FINANCIAL (Please attach a complete financial report)

Did you spend the money as outlined in the grant proposal? If no, please explain.

Are there any grant funds remaining?