
CITY OF COLUMBUS ROOM TAX FUNDING REQUEST GUIDELINES

Please Note: The opportunity to apply for Room Tax funds is limited to a period of time publicly posted.

Applications for 2010 funds are due to City Hall, attention Room Tax ad hoc Committee, by 4:30 p.m. on Monday, April 5, 2010.

1. As a Committee, our mission will be to serve and promote the City of Columbus. **Priority will be given to projects/programs which will attract overnight visitors to the community** per the State of Wisconsin Room Tax Statutes and City of Columbus Room Tax Code.
2. Funds are typically granted to non-profit organizations exempt from Federal Taxation under Section (3) of the Internal Revenue code of service/civic/organizations.
3. Projects must fall into at least one of the categories as shown in the table below. The total availability of funds for all applications combined is limited to the percentage indicated in the table.

Category	Percentage
Internet-driven Marketing	40%
Events	20%
Creative Marker/Banner	20%
Collateral Marketing	5%

*The remaining 15% will be reserved for future and/or large projects.

4. Participants are encouraged have a mechanism in place to track effectiveness of the project/program. Preference will be given to those applicants showing evidence to past success.
5. The Committee encourages projects/programs developed in consultation with other planning groups and those which promote coordination, cooperation and sharing among organizations, which in turn may help eliminate duplication of projects/programs.
6. Funds may not be used to offset general operating or funding of an organization.
7. The Committee will review applications and will make a recommendation to the City Council based on:
 - a. How well the project/program meets these guidelines;
 - b. How the project/program ranks against other requests;
 - c. How well the organization makes use of its *own* resources along with the proposed use of funds;
 - d. The quality of the application submitted.
 - e. Final decision on disbursement is made by City Council.

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

Please Note: In spirit of constant improvement, these guidelines may change from year to year.