

Beginning January 1, 2017 the State Statute 66.0615 mandates the town forward to a Tourism Commission any room tax revenue exceeding the amount the municipality may retain.

The Tourism Commission shall contract with another organization to perform the functions of a Tourism Entity that provides destination marketing staff and services for the tourism industry in the municipality.

- Monroe Tourism Commission (MTC) has contracted with Visit Adams County (formerly Adams County Chamber of Commerce and Tourism) for the period of 1 year effective January 1, 2026 to January 1, 2027.

The Commission must spend room tax revenue on tourism promotion and tourism development.

Tourism Promotion and Tourism Development is defined in the Wisconsin Statutes to mean any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment in the municipality on which room tax is imposed:

- Marketing projects, including advertising buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events or motor coach groups.
- Transient tourist informational services.
- Tangible municipal development, including a convention center.

Transient tourist means any person residing for a continuous period of less than one month in a hotel, motel or other furnished accommodations.

The Commission is obligated to submit on an annual basis a detail report of its room tax expenditures to the Wisconsin Department of Revenue.

The Monroe Tourism Commission Grant program is designed to promote tourism related activity within the Town of Monroe, Adams County, WI with specific emphasis on tourism that is reasonably likely to generate overnight stays in hotel facilities.

## APPLICATION DEADLINES

- Applications are accepted all year long.
- Applications submitted will be considered at the next scheduled meeting

Monroe Tourism Commission meetings are posted on the town's website. Updates or reschedules as necessary.

## ELIGIBLE USE OF FUNDS

- Design, production and placement costs for marketing that targets visitors from outside the Town of Monroe, Adams County, WI and its surrounding communities. This includes but is not limited to: brochures, fliers, posters, direct mail, registration materials, print ads, radio ads, television ads. Website enhancements that are reasonably likely to increase tourism and overnight hotel stay. Web and social media marketing that increase traffic of visitors from outside the Town of Monroe, Adams County, WI and its surrounding communities.
- Offsite signage such as billboards targeting visitors that live outside the Town and its surrounding communities.
- Fees must be payable to a third party vendor. In-kind fees are not eligible.
- Prize money

## ELIGIBLE PARTICIPANTS

- Not for Profit Organizations with an IRS determination.
- Not for Profit Organization is in good standing with the Town.
- Event or project is located in or near the Town of Monroe, Adams County, WI and offers verifiable economic benefits to the Town through increased room nights.
- The event or promotional opportunity should demonstrate economic impact as it relates to tourism and is reasonably likely to generate multiple hotel stays.
- Repeat grant applicants that have filed timely post event reports.
- Projects and events that would enhance the overall experiences of tourists that may lead to return visits to our area.