

VILLAGE OF OSCEOLA ROOM TAX/TOURISM COMMISSION - AMENDED

Date: Wednesday, March 20, 2024
Time: 4:30 pm
Place: Village Hall/Discovery Center Conference Room 105, Lower Level
310 Chieftain Street, Osceola, WI 54020

Agenda

1. Call the Meeting to Order
2. Approval of Agenda
3. Approval of minutes of the November 30, 2023
4. Discussion and possible action re:
 - a. Room Tax Collection report.
 - b. Request for room tax grant funding from Osceola Main Street Organization for funding for Website.
 - c. Request for room tax grant funding from Osceola Main Street Organization for River Valley Shop Hop.**
5. Future agenda items and updates
6. Adjourn

Carie Krentz
Village Clerk

NOTE: It is possible that members of other governmental bodies of the municipality may be present at the above scheduled meeting to gather information about a subject over which they have decision-making responsibility. No action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Village Hall at (715) 294-3498.

VILLAGE OF OSCEOLA ROOM TAX COMMISSION PROCEEDINGS

November 30, 2023

The Village of Osceola Room Tax Commission met on November 30, 2023 at Village Hall. Chair Carlson called the meeting to order at 4:30 p.m.

Present: Andrew Carlson, Roxanne Patterson, Josiah Williams and Jessica Robinson

Absent: Mike Malik

Others present: Carie Krentz and Ruth Sattler

Motion by Robinson and seconded by Patterson to approve the agenda.

Ayes-4 Nays-0 Motion carried

Motion by Patterson and seconded by Williams to approve the minutes of the October 9, 2023 meeting.

Ayes-4 Nays-0 Motion carried

Discussion and possible action re:

Discussion and vote of new Commission Chair

This items was tabled from last meeting for more members to be present and with 4 of the 5 members discussion took place on having a new chair to run the meetings. The chairs is the person who runs the meetings by going through agenda. Carlson has been chairing for some time and would like to have a different member run the meetings if anyone is willing. Robinson stated she would but thought it would be better for a rental owner to run. Williams, being the newest member, said that if no one had any objections he would be willing to chair committee. Krentz said she would provide some material to help get Williams familiar with running the meetings.

Motion by Robinson and seconded by Patterson to approve Williams as new commission chair.

Ayes-4 Nays-0 Motion carried

It was agreed to have Williams position as Chair to take effect being next meeting.

Requests for room tax grant funding from Osceola Chamber of Commerce/Main Street Organization for funding of Osceola Destination Promotions.

Ruth Sattler was present for any questions commission had regarding request. Committee was confused as to what was being asked since they had a request for Osceola Destination Promotions already this year. The previous request was for design, time, drone person and all aspects of activity guide, not including printing. This request is only for printing of approx. 2,000 copies of the activity guide.

Carlson brought previous application to compare the requests. Committee felt in the future it would be best to bring only one request with a breakdown of all expenses to complete the activity guide. Discussion on all that goes into getting this project completed and it's influence on tourism within the community. Patterson felt that the guide did not bring additional lodging to the area but was useful for people already here. Sattler felt that if the committee would collaborate with the Chamber they would like the input in developing the guide in the future. With the time it takes any help would be appreciated by the Chamber. Robinson would like to see it expand beyond the area. Sent to areas further away to help bring tourist to stay in Osceola.

Motion by Williams and seconded by Robinson to approve the requested room tax grant funding from Osceola Chamber of Commerce/Main Street Organization for \$1,823.44 for Osceola Destination Promotions.

Ayes-4 Nays-0 Motion carried

Future agenda items and updates

n/a

Commission Chair Carlson adjourned the meeting at 5:14 p.m.

Respectively submitted by,

Carie Krentz
Village Clerk

2023 Room Tax Report

Municipality

Co-muni code 48165	Municipality VILLAGE OF OSCEOLA	County POLK	Due date May 1, 2024	Report type ORIGINAL
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Section A: Room Tax Collection

1. Room tax collected in 2023	\$31,452
2. Room tax rate imposed as of December 31, 2023	5.00 %
3. Did your municipality change your room tax rate during 2023?	No
4. If yes above, provide your municipality's prior room tax rate	%

Section B: Room Tax Revenue Distributions

1. During 2023, did your municipality forward room tax revenues to a tourism entity or commission for tourism development?	Yes
2. List each tourism entity and commission that received room tax revenues from your municipality	
Tourism Entity or Commission	Revenues Distributed to Entity or Commission
1. Village of Osceola Tourism Commission	\$31,452

Section C: Tourism Entity/Commission Members

For each tourism entity and commission reported in Section B, you must provide member information including any related business entities.

- For a tourism commission - list each member
- For a tourism entity - list each member of its governing body
- Related business entity - includes a business the member owns, operates or is employed by. Select "None" to indicate the member has no related business entity.

1. Village of Osceola Tourism Commission

First Name	Last Name	Related Business Entity
Andrew	Carlson	Riverwood Canoe
Jessica	Robinson	Beauty Escape
Mike	Malik	River Valley Inn & Suites
Roxanne	Patterson	St. Croix Valley Inn
Josiah	Williams	Dr. Combacker's Historic Home

2023 Room Tax Report

Section D: Tourism Promotion/Development Expenditures

1. Of the room tax revenue forwarded for tourism promotion and tourism development, report all expenditures of \$1,000 or more made by a tourism commission and tourism entity.

To report your expenditures, you must:

- Attach an expenditure report as a PDF, and/or
- Enter each expenditure below

Note: These expenditures are provided to your municipality by a tourism entity and tourism commission.

Date	Recipient Name	Amount	Description (optional)
05/15/2023	Osceola Wheels & Wings	\$2,000	To help in the aid of putting on the Air Show
10/09/2023	Osceola Chamber of Commerce	\$4,582	Destination Osceola Brochure
10/09/2023	Doe on the Go 2023	\$2,425	Advertising to promote event
11/29/2023	Osceola Chamber of Commerce	\$1,823	Help with printing of brochures

Attachments:

Section E: 1994 Documentation

1. Did your municipality collect room tax on May 13, 1994?	No
2. You must attach (PDF files), unless provided in a prior year:	
Room tax ordinance in effect on May 13, 1994	
Municipality's financial statement closest to May 13, 1994 showing the percentage of room tax revenues retained by the municipality for purposes other than tourism promotion and development	

2023 Room Tax Report

Contact Information

Contact name Carie Krentz	Contact title Clerk	Contact phone (715) 294-3498	Contact email villageclerk@vil.osceola.wi.us
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Comments

OSCEOLA ROOM TAX/TOURISM GRANT GUIDELINES & APPLICATION
Village of Osceola Room Tax Commission (Revised 01-03-18)

INTRODUCTION

Osceola receives funds from room taxes imposed on lodging facilities and is to be used to promote tourism marketing or promotion. A Room Tax Commission is appointed by the Village Board to review applications. These grants are for advertising or promotion of events or activities in a variety of media. The project should draw out-of-area day visitors to the region and/or motivate visitors to stay nights in Osceola lodging establishments.

ELIGIBILITY

Business organizations, volunteer managed organizations and individuals. Projects must have a significant impact on tourism for Osceola and reach markets outside of Polk County.

APPLICATION GUIDELINES

The grant should strive to match on a dollar-for-dollar basis. Matching funds include cash contributions, in-kind contributions or a combination of both. In-kind services include contributions of space, materials, loaned equipment and donated professional services. Applications must be legible and signed by applicant. Only complete applications will be considered. All events must create a positive image of Osceola and the surrounding area.

REVIEW CRITERIA

Projected tourism impact, including visitor spending and room night generation. Level of community impact and public benefit. Uniqueness of project. Quality of the proposed project. Evidence of careful financial planning. Evidence of need and sustainability. Eligible Expenditures: Multi-media reaches primarily outside of Polk County (newspaper, magazine, TV & radio and internet advertising) Design & print of posters, flyers, brochures, banners and other promotional materials. Ineligible Expenditures: Administrative costs, salaries capital & operating costs, any newspaper, TV, radio advertising and promotional materials within Polk County.

APPLICATION PROCEDURES

Applications are competitive. Applicants are informed of their funding status approximately four weeks after the application deadline. Upon submission of all required follow-up criteria, the Village of Osceola Room Tax Commission will award payment. Grants are awarded on a reimbursement basis. Proof of expenditures (receipts or cancelled checks) must be submitted no later than 60 days after your event/activity. The Room Tax Commission reserves the right to accept or reject any or all applications.

MAR 01 2024

OSCEOLA ROOM TAX/TOURISM GRANT GUIDELINES & APPLICATION
Village of Osceola Room Tax Commission (Revised 01-03-18)

Project Title: New Explore Osceola Website

Name of Organization: Osceola Main Street Organization

Mailing Address: PO Box 251 Osceola, WI 54020

Contact Person: Wyatt Yager

Phone: 605-360-2896

E-Mail: mainstreet@myosceolachamber.org

Grant Amount Requested: \$7,000.00

Total Project Cost: \$14,500

Time Frame in Which Funded Project Will be Completed:

From: March 2024 **To:** June 2024

Time Frame in Which Total Project Will be Completed:

Website: June 2024 Pictures: December 2024

(could be same or different from Funded Project time frame)

QUESTIONS You may use additional pages to provide information for each question

Was this event/activity funded previously with Room Tax Grant Funding? _____ YES NO

To my knowledge no.

If answered Yes , how much was funded? \$ _____

Please list all past years funded with room tax funding and the amount

Other Funding: What efforts have been made since the last time you received funds from the Room Tax Fund to access funding from additional sources? The Osceola Chamber of Commerce is contributing \$3,250 toward this project. The Osceola Business Improvement District is contributing \$3,250 toward this project as well. This is a joint project and it is important to the process (and me) to show the collaboration and that working together is possible.

OSCEOLA ROOM TAX/TOURISM GRANT GUIDELINES & APPLICATION
Village of Osceola Room Tax Commission (Revised 01-03-18)

Promoting Your Festival/Event/Activity: Provide a detailed breakdown of your advertising & marketing campaign. Including geographical location as well as projected costs.

We are asking for funds for a new front door for Osceola. A tourism/community focused website. Once there is a new website in place, a true marketing campaign can be developed and implemented.

The new Explore Osceola website will be promoted online through existing social media channels, Osceola Chamber of Commerce (Facebook) and the Osceola Wisconsin Main Street (Facebook, Instagram). It is also the plan to create a new tourism focused Explore Osceola social media presence to share what is going on in Osceola but also drive traffic back to the website. In one year, we have grown the Osceola Wisconsin Main Street Facebook page by over 1,100% in reach, reaching over 451,000 people all organically. It is our belief that we can reach those numbers with a new tourism-focused effort for Osceola.

Project Description: Detailed description of the proposed project/activity. Include information on the area the project will serve/impact and what the grant funds will be used for. Describe how the project/activity will enhance tourism and/or result in 'heads in beds'-overnight stays.

Our goal is to create a new community/tourism focused website. To be a resource by providing information and resources to tourists by promoting the local attractions, events and culture to attract more visitors and increase awareness of the greater Osceola community. In addition, shining a light on everything that makes Osceola a great place to live and do business. A new website can create a future where we can be confident that we're reaching the right audience and addressing the challenges of attracting new consumers to Osceola and supporting Osceola businesses in a new and exciting way.

The new website will be based on four pillars:

- **Explore Osceola** - information geared towards visitors and tourists highlighting the following areas: eats, drinks and sweets, places to stay, shopping, outdoor activities and history
- **Events** - a community event calendar and Chamber events calendar
- **Living in Osceola** - sharing information important to living in Osceola; churches, schools, housing, childcare, social services, civic organizations, how to volunteer
- **Doing Business in Osceola** - sections could include, Why do business in Osceola?, Member Directory, Industrial Park

The website would also have an **About Us** that would have the following: About Osceola Chamber, About Osceola Main Street, About Osceola Business Improvement District, Member Benefits, Staff, Board of Directors

A new, well-designed website can lead to enhanced tourism and lead to more heads-in-beds.

Some of the tools that we will be able to use:

- **Search Engine Optimization (SEO):** The website can be optimized for relevant search terms, making it more likely to appear at the top of search results when potential visitors are planning their trips.

OSCEOLA ROOM TAX/TOURISM GRANT GUIDELINES & APPLICATION
Village of Osceola Room Tax Commission (Revised 01-03-18)

- **Targeted marketing:** Utilizing online advertising platforms like social media allows the website to reach a wider audience through targeted campaigns based on interests and demographics.

This new website will have a focus on easy navigation for an improved user experience with engaging content like high-quality visuals (photos and videos), along with informative and captivating descriptions that showcase Osceola's attractions, activities and unique offerings.

By effectively implementing these strategies, a new tourism website can become a valuable tool for attracting visitors, providing them with the information they need to plan their trip, and ultimately converting them into "heads in beds," contributing to the overall success of the tourism industry.

The funds from the grant will be used to create this website and also hire a photographer to take new photos to be used to visually enhance the website and social media presence surrounding this new endeavor.

Goals/Monitoring: Describe the goals of the project. Will the project result in an increase in overnight stays by visitors to Osceola? If so, how will this increase be tracked/monitored?

Tourism has the potential to be the economic driver for all of Osceola. Interviews with lodging owners before and after the new website is launched. However, a new website will take some time to gain traction but once it does we will be able to compare numbers year over year. This project sets the foundation for future years becoming a resource and "front door" for Osceola and that will have an impact on overnight stays. Interviews with tourism businesses will be conducted , as well as continued monitoring of the new website analytics, telephone and email contacts.

Financial Statement: Your organization's most recent financial statement and/or operating budget.

Available upon request

Project Activity/Performance: Describe how the project/activity's performance will be measured (How will an increase in tourism be determined? How will an increase in the sale of goods and services as a result of the project be measured? What other short- or long-term economic benefits will occur as a result of the project and how will that be tracked?) Has a feasibility study been conducted?

Google analytics and social media analytics will provide detailed information and will be reviewed on a regular basis. Understanding who is visiting the website, for how long and what sections can then be used to target marketing to bring more of those individuals to the website and ultimately to Osceola.

Another tool that we can use is Geofencing. Being a Wisconsin Main Street community we get access to this tool and counts visitors to the downtown. We can begin to track these numbers pre-website and post-website to determine if we see it uptick in traffic to the district.

OSCEOLA ROOM TAX/TOURISM GRANT GUIDELINES & APPLICATION
 Village of Osceola Room Tax Commission (Revised 01-03-18)

Coordination and Collaboration: Provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area. You may attach up to three letters of support from these organizations or agencies.

This is a partnership between the Osceola Chamber of Commerce and Business Improvement District. The Osceola Chamber Director and Main Street Director/BID Manager will manage this new website and update content after its creation. As new features are implemented volunteers will also be utilized to collect up to date information so that the website is as accurate as possible. We will be able to link this website to Polk County Tourism and to the Travel Wisconsin website among others.

Event/Activity Budget Detail: Provide a detailed budget breakdown of your event/activity. Include both expenses and projected revenue.

New Explore Osceola website budget

Item	Expense	Osceola Chamber	Osceola BID	Room Tax Grant
Creation of new ExploreOsceola website	\$12,500	\$3,750	\$3,750	\$5,000
New Photos for website and social media	\$2,000			\$2,000
Totals	\$14,500	\$3,750	\$3,750	\$7000

Certification

"I hereby certify that I represent (organization name) **Osceola Area Chamber and Main Street**, and have the authority to speak for and bind by signature the Organization. I hereby certify that the information supplied in this application is true and correct and that I have read and understood the procedures and guidelines that govern this grant. Further, I acknowledge that any variance to the procedures and guidelines governing this program may result in non-reimbursement of any or all expenditures connected with this grant.

Name (Print): Wyatt Yager Title: Main Street Director

Organization: Osceola Area Chamber and Main Street

Signature: *Wyatt Yager*

Date: 3/1/2024

OSCEOLA ROOM TAX/TOURISM GRANT GUIDELINES & APPLICATION
 Village of Osceola Room Tax Commission (Revised 01-03-18)

For Organization Committee Use Only – Please do not fill out this portion of the application.

Room Tax Grant Application Score Sheet

Name of Organization: _____

Event/Activity/Program: _____ Requested Grant Amount: \$ _____

Qualifier	Scoring Criteria	Notes	Points
Tourism Related Yes <input type="checkbox"/> No <input type="checkbox"/> (If no, do not continue)	1 point – Unknown tourism revenue expectations 3 points – Likely to generate mainly tourism revenue 5 points – Likely to generate lodging, visitor spending & tourism revenue		
Number of Days of Event/Activity	1 point – 1 Day 3 points – 2 Days 5 points – 3 Days or more		
Number of Participants Reached	1 point – less than 500 3 points – 500 to 3000 5 points – Over 3,000		
Budget (Line items must be provided to qualify)	1 point – Room Tax = 40% or more of budget 2 points – Room Tax = 20-40% of budget 5 points – Room Tax = Less than 20% of budget		
Promotes out of Polk County Visitor Reach	1 point – Not documented 3 points – Documented out of county visitors 5 points – Documented out of county visitors from 40 + miles		
Promotes outside of Peak Season	1 point-June 15 th -September 15 th 3 points-Any other date(s) 5 points- Nov.1- April 30th		
Promotes overall tourism businesses -visitor spending	1 point-Partnerships/promotions with at least 2 tourism businesses/packages-special offers 3 points-Partnerships/promotions with at least 3 5 points-Partnerships/promotions with at least 5		
TOTAL POINTS (Maximum = 35, minimum to qualify = 20)			

Advisory Grant Decision: Approved Denied Votes: Yes _____ No _____ Abstained _____

In the amount of: _____ Date: _____

Notes regarding decision: _____

Monies approved for Allocation: _____ Date: _____

OSCEOLA ROOM TAX/TOURISM GRANT GUIDELINES & APPLICATION
Village of Osceola Room Tax Commission (Revised 01-03-18)

INTRODUCTION

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ELIGIBILITY

Business organizations, volunteer managed organizations and individuals. Projects must have a significant impact on tourism for Osceola and reach markets outside of Polk County.

APPLICATION GUIDELINES

The grant should strive to match on a dollar-for-dollar basis. Matching funds include cash contributions, in-kind contributions or a combination of both. In-kind services include contributions of space, materials, loaned equipment and donated professional services. Applications must be legible and signed by applicant. Only complete applications will be considered. All events must create a positive image of Osceola and the surrounding area.

REVIEW CRITERIA

Projected tourism impact, including visitor spending and room night generation. Level of community impact and public benefit. Uniqueness of project. Quality of the proposed project. Evidence of careful financial planning. Evidence of need and sustainability. Eligible Expenditures: Multi-media reaches primarily outside of Polk County (newspaper, magazine, TV & radio and internet advertising) Design & print of posters, flyers, brochures, banners and other promotional materials. Ineligible Expenditures: Administrative costs, salaries capital & operating costs, any newspaper, TV, radio advertising and promotional materials within Polk County.

APPLICATION PROCEDURES

Applications are competitive. Applicants are informed of their funding status approximately four weeks after the application deadline. Upon submission of all required follow-up criteria, the Village of Osceola Room Tax Commission will award payment. Grants are awarded on a reimbursement basis. Proof of expenditures (receipts or cancelled checks) must be submitted no later than 60 days after your event/activity. The Room Tax Commission reserves the right to accept or reject any or all applications.

OSCEOLA ROOM TAX/TOURISM GRANT GUIDELINES & APPLICATION
Village of Osceola Room Tax Commission (Revised 01-03-18)

ROOM TAX GRANT APPLICATION FORM

Project Title: River Valley Shop Hop – Print Materials and Advertising

Name of Organization: Osceola Main Street Organization

Mailing Address: PO Box 251 Osceola, WI 54020

Contact Person: Wyatt Yager

Phone: 605-360-2896

E-Mail: mainstreet@myosceolachamber.org

Grant Amount Requested: \$450.00

Total Project Cost: \$1,300.00

Time Frame in Which Funded Project Will be Completed:

From: April 18, 2024 **To:** April 21, 2024

Time Frame in Which Total Project Will be Completed:

Advertising: April 21, 2024

(could be same or different from Funded Project time frame)

QUESTIONS You may use additional pages to provide information for each question

Was this event/activity funded previously with Room Tax Grant Funding? _____ YES NO

To my knowledge no.

If answered Yes , how much was funded? \$ _____

Please list all past years funded with room tax funding and the amount

Other Funding: What efforts have been made since the last time you received funds from the Room Tax Fund to access funding from additional sources? The Osceola Medical Center is sponsoring \$850 for the River Valley Shop Hop in year two. These additional funds from a Room Tax Grant will allow us to spread the messaging out further and bring people in for a long weekend of shopping in the St. Croix Valley area using Osceola as their base camp.

OSCEOLA ROOM TAX/TOURISM GRANT GUIDELINES & APPLICATION
Village of Osceola Room Tax Commission (Revised 01-03-18)

Promoting Your Festival/Event/Activity: Provide a detailed breakdown of your advertising & marketing campaign. Including geographical location as well as projected costs.

We are asking for funds for a marketing and advertising push for the River Valley Shop Hop to a larger audience in year two. Primarily the funds will be used to place an ad in the Inter-County Cooperative Publishing Association's Advertiser (Yellow paper).

The plan is to run one ad over two weeks in the paper on Saturday, April 6 and Saturday, April 13, 2024. We also plan to do posts and potentially promoted posts on Facebook as well to increase awareness for this event.

Project Description: Detailed description of the proposed project/activity. Include information on the area the project will serve/impact and what the grant funds will be used for. Describe how the project/activity will enhance tourism and/or result in 'heads in beds'-overnight stays.

Our goal is to run a print ad in the Advertiser (Yellow paper) to over 35,000 people over 2 weeks leading up to the River Valley Shop Hop. The ad will promote staying in Osceola as your base camp to explore all the places to shop throughout the St. Croix River Valley. By running an ad in the Advertiser it is our hope to expose Osceola and the River Valley Shop Hop to a new audience and gain new visitors and potential new 'stays' in the Osceola area.

Another change in year two is that the River Valley Shop Hop is one long weekend, Thursday, April 18, Friday, April 19, Saturday, April 20 and Sunday, April 21. It is our hope by consolidating this event to one long weekend instead of over two weekends' people will be more likely to make it a weekend getaway and be inclined to turn it into an overnight opportunity.

Goals/Monitoring: Describe the goals of the project. Will the project result in an increase in overnight stays by visitors to Osceola? If so, how will this increase be tracked/monitored?

Tourism has the potential to be the economic driver for all of Osceola. Interviews with lodging owners before and after the event will be used to track stays compared to the same weekend last year. This project opens up a new retail event to a larger audience and in new areas. This new exposure will hopefully result in new tourists not only visiting Osceola but staying overnight. Interviews with tourism businesses (shops) will be conducted to measure turn out.

Financial Statement: Your organization's most recent financial statement and/or operating budget.

Available upon request

Project Activity/Performance: Describe how the project/activity's performance will be measured (How will an increase in tourism be determined? How will an increase in the sale of goods and services as a result of the project be measured? What other short- or long-term economic benefits will occur as a result of the project and how will that be tracked?) Has a feasibility study been conducted?

OSCEOLA ROOM TAX/TOURISM GRANT GUIDELINES & APPLICATION
Village of Osceola Room Tax Commission (Revised 01-03-18)

Businesses in Osceola will be asked to compare shop numbers from last year to this year to see if we can determine an increase in attendance in the area.

Another tool that we can use is Geofencing. Being a Wisconsin Main Street community we get access to this tool and counts visitors to the downtown. We can begin to track these numbers for the week of the River Valley Shop Hop and compare them to the numbers of the same time last year to see if we see an increase in shoppers.

Coordination and Collaboration: Provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area. You may attach up to three letters of support from these organizations or agencies.

Osceola is spearheading this retail event, however we are partnering with 4 other communities throughout the River Valley. Those communities are Osceola, WI, St. Croix Falls, WI, Taylors Falls, MN, and Lindstrom, MN. Each community has a volunteer champion to help in coordinating the event in their community. Each business that participates is asked to share social media posts to create more awareness for the event. We will also be asking Polk County Tourism and St. Croix Valley Tourism to share this event as well to increase awareness.

Event/Activity Budget Detail: Provide a detailed budget breakdown of your event/activity. Include both expenses and projected revenue.

New Explore Osceola website budget

Item	Expense	Osceola Medical Center	Room Tax Grant
Print materials (Signage, punch cards, directional signage, yard signs)	\$850	\$850	\$0
Marketing/Advertising (Advertiser Print ad)	\$450	0	\$450
Totals	\$1,300	\$850	\$450

OSCEOLA ROOM TAX/TOURISM GRANT GUIDELINES & APPLICATION
 Village of Osceola Room Tax Commission (Revised 01-03-18)

Certification

"I hereby certify that I represent (organization name) **Osceola Area Chamber and Main Street**, and have the authority to speak for and bind by signature the Organization. I hereby certify that the information supplied in this application is true and correct and that I have read and understood the procedures and guidelines that govern this grant. Further, I acknowledge that any variance to the procedures and guidelines governing this program may result in non-reimbursement of any or all expenditures connected with this grant.

Name (Print): Wyatt Yager Title: Main Street Director

Organization: Osceola Area Chamber and Main Street

Signature: *Wyatt Yager*

Date: 3/18/2024

For Organization Committee Use Only – Please do not fill out this portion of the application.

Room Tax Grant Application Score Sheet

Name of Organization: _____

Event/Activity/Program: _____ Requested Grant Amount: \$ _____

Qualifier	Scoring Criteria	Notes	Points
Tourism Related Yes <input type="checkbox"/> No <input type="checkbox"/> (If no, do not continue)	1 point – Unknown tourism revenue expectations 3 points – Likely to generate mainly tourism revenue 5 points – Likely to generate lodging, visitor spending & tourism revenue		
Number of Days of Event/Activity	1 point – 1 Day 3 points – 2 Days 5 points – 3 Days or more		
Number of Participants Reached	1 point – less than 500 3 points – 500 to 3000 5 points – Over 3,000		
Budget (Line items must be provided to qualify)	1 point – Room Tax = 40% or more of budget 2 points – Room Tax = 20-40% of budget 5 points – Room Tax = Less than 20% of budget		
Promotes out of Polk County Visitor Reach	1 point – Not documented 3 points – Documented out of county visitors 5 points – Documented out of county visitors from 40 + miles		
Promotes outside	1 point-June 15 th -September 15 th		

OSCEOLA ROOM TAX/TOURISM GRANT GUIDELINES & APPLICATION
 Village of Osceola Room Tax Commission (Revised 01-03-18)

of Peak Season	3 points-Any other date(s) 5 points- Nov.1- April 30th		
Promotes overall tourism businesses -visitor spending	1 point-Partnerships/promotions with at least 2 tourism businesses/packages-special offers 3 points-Partnerships/promotions with at least 3 5 points-Partnerships/promotions with at least 5		
TOTAL POINTS (Maximum = 35, minimum to qualify = 20)			

Advisory Grant Decision: **Approved** **Denied** **Votes:** Yes _____ No _____ Abstained _____

In the amount of: _____ Date: _____

Notes regarding decision: _____

Monies approved for Allocation: _____ Date: _____