



Room Tax Grant Application Summary

Application Guidelines

- One application per event per quarter
Each organization is eligible to submit one application per quarter. You're welcome to apply again in future quarters or explore other community giving opportunities.
- Executive approval required
Your organization's top leader should review and sign the application before it is submitted. This helps ensure alignment and transparency.
Who should sign?
Nonprofits: Executive Director or CEO
Government Entities: Mayor, Village Administrator, or Highest-Ranking Official
All-Volunteer Organizations: Board President
Businesses: Business Owner

* Typed names and email addresses will be considered electronic signatures when submitted through the portal, although we may verify signatures if necessary.

Let's Talk Before You Apply

Room tax funding is subject to very specific state guidelines. To make sure your project aligns, we highly recommend a quick, informal consultation before you submit your application.

Reach out to us at: merceroomtaxcommissionwi.gov
We're here to help and happy to talk it through with you.

Questions? Don't hesitate to reach out - we are here to support you along the way.

Let's make amazing things happen for our community!

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Combining Projects in One Application?

- You can combine multiple projects in one application if they are clearly connected.
Examples:
 - Allowed:** A town proposes park upgrades, including a new beach area, playground, and picnic shelter - because it is all in one space.
 - Allowed:** An organization wants to install cohesive wayfinding and interpretive signage across a region - same goal, different spots.
 - Not Allowed:** Unrelated projects with no common thread - these should be submitted separately.
- If you are bundling related projects, please provide a clear, itemized budget for each part of the project.

Deadlines For Application

1st Quarter: December 31st
2nd Quarter: March 31st
3rd Quarter: June 30th
4th Quarter: September 30th

- Please note that all grant recipients are required to submit a Final Report within 60 days of project completion. Please email your completed report to:
mercerroomtaxcommissionwi.gov

Letter of Support from Lodging Partners

- Projects funded by this program must directly benefit tourism and potentially increase overnight stays. We require grant applicants to include two or more Letters of Support from lodging businesses in Mercer.

Examples of Lodging Businesses:

Hotels
Inns
Resorts
B&B's
Short-Term Rentals

- These letters must confirm that your project would appeal to their guests and encourage overnight visits. *(Please include these as PDF's with your application materials)*



MERCER

PO BOX 149
MERCER, WI 54547

Mercer Room Tax Application

Please review the grant guidelines, complete the entire application, and include the required attachments.

Applicant Information

Name of Organization*:

Contact Full Name*:

Title:

Email*:

It is okay for us to communicate via email

Primary Phone*:

Address 1*:

Address 2:

City*:

State*:

Zip Code*:

Non-Profit / EIN Tax ID Number*:

Project / Event Information

Project / Event Name*:

Project / Event Description*:

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Event Venue & Location of Venue*:

Duration of Event*:

Estimated Previous Year Attendance*:

Use N/A for New Project Submissions

Estimated Number of Attendees*:

Previous Year Estimated Hotel Room / Lodging Nights*:

Use N/A for New Project Submissions

Estimated Hotel Room / Lodging Nights*:

Grant Amount Requested*

Funding Information

Have You Previously Received the Room Tax Grant for this Organization?*

If Yes, Please Describe Below

Yes No

Do You or Will You Be Receiving Funding from Other Sources?*

Yes No

If Yes, Please Describe Below

Funding Source & Amount:

Organization Contribution*: *The total amount your organization will provide directly in funding for this project.*

** Indicates a required field.*

Proposal Summary

Please submit your Proposal Summary with your application. The Proposal Summary should include the following information.

1. A List of Your Board of Directors.
2. A brief summary explaining the primary benefits of your program or event as it relates to this grant, addressing the questions and specifications listed below. For events, please provide detailed event schedules, dates, duration, frequency, and venues.
 - a. Provide
 1. Description, including history/background of the event.
 2. How your event will increase visitation and/or enhance the visitor experience.
 3. How it will impact your organization. Include expected percentage increases in customers, overnight visitation, and estimated economic impact.
 - b. If your project cannot be fully funded, how would you adapt the project?
 - c. Explain how your project fits into the current tourism and events landscape. Is there a need for this kind of program/event?
 - d. Identify competing projects or like events held within a 30-mile radius?
 - e. Outline how you intend to evaluate the project/events (i.e., survey methods, ticket sales, key performance indicators (KPI's), etc.) and whether this varies from the most recent method applied to this project/event.
3. A marketing plan for attracting out-of-market visitors to the Mercer Area. Include specific media and public relations plans, target markets, advertising plans, and other out-of-area promotional plans.
4. A proposed budget for the project with Tourism Grant request line-item detail
5. Methods for calculating attendance statistics (surveys, ticket sales, etc.) and hotel room nights.
6. A copy of your sponsorship benefits package, if applicable.

Certification

Authorization: I am the authorized party from this organization to submit and release this information to the Committee. I also understand that a project recap summary and supporting documents are due within 60 days of receiving the grant.

Name:

Position in organization/business:



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Project Recap

Must be submitted to the committee within 60 days of receiving the grant

Required for all past award winners. You are required to provide a recap on how the funds were utilized from the previous year, and if you saw an increase in participation, overnight stays, and/or spectator growth. Include as much detail and documents to support how the funds were spent. This review of funds spent will allow your eligibility for future funding.

Name of Organization:

Project Event/Name:

Date grant was awarded:

Date recap was submitted:

Project Recap:

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