

We are here to help you Grow your Event and bring New Visitors to Germantown

The Village of Germantown Tourism Commission is funded **entirely** by a room tax paid by guests staying at the hotel/motel lodging facilities in the Village. There are **NO** local property or other taxes involved.

The Tourism Commission is established by state legislation which specifically requires that the funds be used for tourism promotion and development that is **likely to generate paid overnight stays** at Germantown hotels. This is defined as:

- a) Marketing projects, including media and other advertising buys, creation and distribution of printed or electronic promotion materials, or efforts to recruit conventions, sporting or motorcoach groups.
- b) Transient tourist informational services
- c) Tangible municipal development including a convention center

Note: All promotional activities should prominently acknowledge “*Sponsored in part by Village of Germantown Tourism Commission*” or similar, pre-approved verbiage if feasible.

Reimbursable Expenses

Marketing projects -- advertising and media buys outside Germantown and local area.

These may include but not be limited to:

- *Newspaper-distributed ads or pre-printed inserts*
- *Television/radio advertising*
- *Social media advertising*
- *Billboards*
- *Literature and other printed materials distributed at outside-related events*
- *Direct mail pieces*
- *Trade show booth space and materials*
- *Participation in regional, out-of-area tourism promotion activities*
- *Expenses involved in obtaining live, remote television/radio broadcasts*

Event planners are encouraged to look to Madison, the Fox Valley, Chicago, or other areas of the state and Upper Midwest for event promotion.

Suggestions: radio, TV, billboards, print advertising outside “area” of Germantown, digital, and similar events of the same genre.

Not Reimbursable Expenses

- *Germantown-specific advertising and promotion*
- *Signage and banners at the site.*
- *Germantown lawn signs*
- *Wearables*
- *Giveaways (trinkets, gift bags, pens, cups, mugs, et al)*
- *Facility enhancements*
- *Portable toilet facilities*
- *Featured entertainment*
- *Tents or other temporary structures*
- *Parade entries*
- *Commemorative merchandise*
- *Trophies or other awards items*
- *Local beautification projects*
- *Participation fees*

Reimbursement Limits

Funding can be restricted to the available budget. Reimbursements are typically limited to \$5,000 per event. The Commission reserves the right to exceed that amount for events that are deemed to be of a scope that would likely result in high room rentals at Germantown lodging facilities.

Frequently Asked Questions

- *Who can receive financial support from the Tourism Commission?*
Any non-commercial organization or event sponsor hosting an event that will draw visitors to Germantown.
- *What is the process for applying for funding?*
 1. Get a Request for Funding from the office of the Village Clerk or download it from www.visitgermantown.com
 2. Review the Request form with the Tourism Commission Coordinator
Note: ALL requests for Commission reimbursement **MUST BE REVIEWED** by the Coordinator before presentation to the Commission.
 3. Working with the Coordinator, schedule a Funding Request presentation at the next appropriate Commission meeting
- *Can I talk to the Coordinator before completing the Request Form and applying for funds?*
Yes, you are encouraged to do so. Contact the Coordinator directly at 361-947-5235 or by email at emmktg@aol.com
- *How often does the Commission meet?*
Typically one a month, or when there are a number of requests to be considered.
- *Do I need to attend a Commission meeting?*
Yes. A representative of the sponsoring organization must be present at the meeting at which the request is considered.
- *How far in advance of my event should I apply for funds?*
3-4 months is suggested as a minimum. The earlier funds are approved the earlier the organization can properly plan its promotion program.
- *Can I apply for funds after the event?*
No. All applications for reimbursement must be applied for and approved in advance.
- *Can I use the funds to advertise in Germantown?*
No. While there may be overlap into the Germantown community (e.g newspaper, radio, television ads), the primary focus must be toward audiences outside the village.
- *How will my group be reimbursed?*
Upon completion of the approved event, present a request for reimbursement along with copies of all appropriate invoices for pre-approved activities at the office of the Village Clerk. A reimbursement check will be sent from the Village Treasurer.

For further information contact the Village Clerk's office at 262-250-4740

Village of Germantown
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Village of Germantown Tourism Commission

Village of



Germantown

**Bringing
visitors
to
Germantown
Wisconsin**

www.visitgermantown.com