2026 Room Tax Commission Budget (recommended)

2130 - Room Tax

Account Number	Account Description	2026 Department Recommended	
2130-54220-572100	GRANTS/DONATIONS TO OTHERS		
	Discover Manitowoc Grants	$	40,000.00
	USS Cobia Dry Docking	$	-
2130-54220-592100	TRANSFER TO GENERAL FUND		
	Special Events Reimbursement to General Fund	$	100,000.00
	Rahr-West Marketing Disbursement to General Fund	$	25,000.00
2130-54220-592200	TRANSFER TO SPECIAL REV FUND		
	MIRA - 2131-62600	$	5,000.00
	250th Fourth on the Shore fireworks - 2950-54100 4THSHORE-EVENT	$	10,000.00
2130-62400-527930	ROOM TAX TRANSFER		
	Manitowoc Area Visitor and Convention Bureau	$	15,000.00
	TOTAL EXPENSES FROM 2130 ROOM TAX	**$**	**195,000.00**

2870 - Visit Maintowoc

Account Number	Account Description	2026 Department Recommended	
2870-54220-511100	SALARIES AND WAGES - REGULAR	$	244,368.00
2870-54220-515100	SOCIAL SECURITY	$	17,920.00
2870-54220-515200	RETIREMENT	$	16,696.00
2870-54220-515400	HEALTH INSURANCE	$	28,011.00
2870-54220-515600	WORKERS COMPENSATION	$	844.00
2870-54220-521400	DATA PROCESSING		
	Monthly IT Services	$	2,000.00
2870-54220-522100	WATER	$	350.00

2870-54220-522200	ELECTRIC	$	1,250.00
2870-54220-522400	GAS	$	1,200.00
2870-54220-522500	TELEPHONE	$	1,300.00
2870-54220-524100	MOTOR VEHICLES		
	Misc. repairs and car washing	$	2,500.00
2870-54220-527300	SOFTWARE MAINTENANCE & SUPPORT		
	Firewall	$	1,500.00
	Website Hosting Fee	$	25.00
	Monthly IT Services	$	-
	Camera licensing and storage	$	200.00
2870-54220-529900	SUNDRY CONTRACTUAL SERVICES		
	Rent ($1,500 a month x 12)	$	-
	Property taxes	$	1,800.00
	Snow assessment	$	200.00
	Internet with Comcast	$	1,750.00
	Window washing	$	500.00
	Annual fire extinguisher check	$	100.00
2870-54220-531200	OFFICE SUPPLIES	$	1,000.00
2870-54220-531300	PRINTING AND DUPLICATION		
	General office printing - copier	$	700.00
	External marketing material printing	$	3,500.00
	2025 Visitor guide printing	$	19,500.00
2870-54220-532400	MEMBERSHIP DUES		
	American Bus Association	$	1,100.00
	Circle Wisconsin	$	1,300.00
	Destinations Wisconsin	$	1,300.00
	Group Travel Family	$	795.00

	Military Reunion Network	$	599.00
	National Tour Association (NTA)	$	825.00
	Wisconsin Agricultural Tourism Association (WATA)	$	125.00
	Wisconsin Hotel & Lodging Association (WHLA)	$	425.00
2870-54220-532500	REGISTRATION FEES AND TUITION		
	American Bus Association Marketplace	$	-
	Chamber Awards (Courtney and Erika)	$	120.00
	Canoecopia	$	775.00
	WIGCOT for team	$	1,125.00
	Circle Wisconsin Marketplace	$	495.00
	Progress Lakeshore Awards Breakfast (Courtney)	$	60.00
	Destinations International and/or ESTO (Courtney and Erika)	$	4,190.00
	Going on Faith Conference	$	1,395.00
	League of Municpalities Fall Conference	$	300.00
	Group Travel Con Conference (Replace w/ Select if don't like in '25)	$	1,995.00
	Destinations WI Fall Conference for team	$	450.00
	NTA Travel Exchange	$	1,695.00
	Miscellaneous registrations, new conferences, lunch & learns and meetings	$	300.00
2870-54220-533400	AUTO MILEAGE/COMMERCIAL TRAVEL		
	Mileage reimbursement, parking fees, unplanned travel without city car	$	500.00
	Travel for American Bus Association Marketplace	$	-
	Travel for Destinations International and/or ESTO	$	1,380.00
	Travel for Going on Faith Conference	$	500.00
	Travel for Group Travel Con Conference	$	500.00
	Travel for NTA Travel Exchange	$	560.00
2870-54220-533500	MEALS - https://www.gsa.gov/travel/plan-book/per-diem-rates		
	Business/meeting meals (outside of site visits, travel and content)	$	300.00
	Per Diem for American Bus Association Marketplace	$	-
	Per Diem for Destinations Wisconsin Board Meetings/Forums	$	112.00
	Per Diem for Canoecopia	$	138.00
	Per Diem for WIGCOT	$	200.00

	Per Diem for Circle Wisconsin Marketplace and meetings	$	300.00
	Per Diem for Destinations International and/or ESTO	$	500.00
	Per Diem for Going on Faith Conference	$	100.00
	Per Diem for League of Municipalities Fall Conference	$	68.00
	Per Diem for Group Travel Con Conference	$	100.00
	Per Diem for Destinations WI Fall Conference	$	152.00
	Per Diem for NTA Travel Exchange	$	272.00
2870-54220-533600	LODGING		
	Lodging for American Bus Association	$	-
	Lodging for Destinations Wisconsin Board Meetings/Forums	$	600.00
	Lodging for Canoecopia	$	300.00
	Lodging for WIGCOT	$	1,250.00
	Lodging for Circle Wisconsin Marketplace and meetings	$	600.00
	Lodging for Destinations International and/or ESTO	$	2,600.00
	Lodging for Going on Faith Conference	$	600.00
	Lodging for League of Municipalities Fall Conference	$	150.00
	Lodging for Group Travel Con Conference	$	600.00
	Lodging for Destinations WI Fall Tourism Conference	$	450.00
	Lodging for NTA Travel Exhange	$	700.00
2870-54220-534840	SPECIAL EVENTS SUPPLIES		
	National Travel & Tourism Week	$	1,000.00
	Car Ferry Maiden Voyage	$	250.00
	Outdoor Movie Nights	$	2,000.00
	Pumpkin Palooza	$	400.00
	Miscelleneous Events - 920 Day, holidays	$	-
2870-54220-535100	VEHICLE & EQUIPMENT FUEL	$	400.00
2870-54220-539000	OTHER SUPPLIES AND EXPENSES		
	Mailing - general, guides/information	$	5,500.00
	Evergleams on Eighth Sponsorship/display	$	300.00
	Welcome bags/gifts	$	500.00

	Zoom subscription	$	160.00
	Mural supplies	$	70.00
	Office partitions, safety updates, office upgrades	$	-
	Other miscellaneous	$	500.00
2870-54220-539100	MARKETING MATERIALS		
	Branded Collateral	$	10,000.00
	Miscellaneous influencer, blogger	$	5,000.00
	Travel writers and site visits	$	1,000.00
	Professional photography - 8 hours photo/video	$	2,500.00
	Simpleview quarterly CMS/CRM payment ($5,750 each)	$	24,150.00
	Simpleview Support Hours	$	1,000.00
	Simpleview Book Direct	$	5,316.00
	Simpleview data feed for kiosks	$	1,200.00
	TrueOmni	$	7,200.00
	Heyzine subscription for digital Visitor Guide	$	203.00
	QR code tracker subscription	$	125.00
	Canva subscription	$	120.00
	iContact ($41 x 12)	$	460.00
	Social Media ads, boosts, contests	$	10,000.00
	Digital Ads	$	10,000.00
	Content expenses	$	1,000.00
	Waterfire signage	$	-
	Miscellaneous (billboards, new ads/pr, conf. giveaway, Zartico, Bandwango)	$	9,136.00
	Travel WI Visitor Guide (1/2 page)	$	3,500.00
	Travel WI Co-Op Marketing & PR	$	15,000.00
	Travel WI Seasonal Magazines - Wisconsin Traveler (1/2 page in each of 2)	$	3,000.00
	Morning Blend Travel Week sponsored segment	$	1,700.00
	Tourism portion of City Summer Fun Guide	$	200.00
	SS Badger's The Crossing (full page)	$	3,245.00
	Ludington Daily News	$	1,000.00
	WHLA Ad - CVB enhanced listing ad	$	700.00
	Road America Fan Guide (1/4 page)	$	1,350.00
	Midwest Living	$	6,400.00

	Chamber Manitowoc County Map (business card size)	$	600.00
	Wisconsin Bike Fed Guide (1/2 page)	$	700.00
	Fox Cities Magazine (Worth the Drive ad)	$	1,800.00
	Visit Manitowoc signage at SS Badger Ticket Office Visitor Center	$	-
	Second 2026 and 2027 visitor guide graphic design	$	3,000.00
2870-54220-553200	BUILDING & OFFICE RENTAL		
	Rent ($1,500 a month x 12)	$	18,000.00
	TOTAL EXPENSES FROM 2870 VISIT MANITOWOC	**$**	**539,800.00**

REVENUE

Account Number	Account Description	2026 Department Recommended	
	ROOM TAXES	$	700,000.00
2870-54220-459290	ADMINISTRATIVE FEES	$	-
2870-54220-484950	ADVERTISING REVENUE		
	Visitor guide advertisments	$	27,700.00
	Outdoor movie night sponsorship	$	2,000.00
	Pumpkin Palooza sponsorship	$	500.00
	TOTAL EXPECTED REVENUE	$	730,200.00
	We could receive portion of $15,000 back from MAVCB		
	TOTAL EXPENSES	$	734,800.00
	TOTAL REVENUE	$	730,200.00