

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 cultural exchanges and printing - 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
	2026 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 Municipalities 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 Exchange	\$	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
	Miscellaneous 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 advertisements	\$	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
---------------	----	------------