

**VILLAGE OF NEW GLARUS  
TOURISM COMMISSION  
Village Hall Board Room – 319 2<sup>nd</sup> Street, New Glarus, WI  
4/26/23                      9:00 A.M.**

**AGENDA:**

1. Appointment of Chair
2. Approval of Agenda
3. Approve Minutes of Previous Meeting 5/26/21
4. Consideration/Discussion: 2021 and 2022 State Room Tax Reports
5. Consideration/Discussion: New Glarus Chamber of Commerce Reports
6. Adjournment

Lauren Freeman  
Village Administrator

**POSTED:**

N.G. Village Hall: 4/21/23  
N.G. Post Office: 4/21/23  
Bank of New Glarus: 4/21/23

Kelsey Jenson, Clerk

PURSUANT TO APPLICABLE LAW, NOTICE IS HEREBY GIVEN THAT A QUORUM OR A MAJORITY OF THE NEW GLARUS VILLAGE BOARD OF TRUSTEES MAY ATTEND THIS MEETING. INFORMATION PRESENTED AT THIS MEETING MAY HELP FORM THE RATIONALE BEHIND FUTURE ACTIONS THAT MAY BE TAKEN BY THE NEW GLARUS VILLAGE BOARD.

PERSONS REQUIRING ADDITIONAL SERVICES TO PARTICIPATE IN A PUBLIC MEETING MAY CONTACT THE VILLAGE CLERK FOR ASSISTANCE AT 527-2510.

**VILLAGE OF NEW GLARUS  
TOURISM COMMISSION  
REMOTE MEETING MINUTES  
5/26/21      4:00 P.M.**

**Attendance: Eric Gobeli, Brianna Lenzlinger, Beth Luchsinger, Roger Truttmann, Brad Beal  
Also in Attendance: Village Administrator Drake Daily, Chamber Director Bekah Stauffacher**

1. Appointment of Meeting Chair: Brad Beal moved appointment of Roger Truttmann. Beth Luchsinger seconds. Motion passes 5-0
2. Approval of Agenda: Brianna Lenzlinger moved approval of the agenda. Second by Beal. Motion passes 5-0
3. Approve Minutes of Previous Meeting 11/13/2018: Motion by Brianna Lenzlinger to approve. Second by Gobeli. Motion passes 5-0
4. Review/Discussion: 2019 and 2020 State Room Tax Reports: The Committee reviewed the reports. Beal moved to approve. Lenzlinger seconds. Motion passes 5-0
5. Presentation: New Glarus Chamber of Commerce Reports: Director Stauffacher provided a presentation on the Chamber's activities and expenditures utilizing room tax dollars. The Committee thanked her for the presentation.
6. Adjournment: The meeting was adjourned at 4:45 PM

Drake Daily  
Village Administrator

# 2021 Room Tax Report

## Municipality

|                       |                                       |                 |                         |                         |
|-----------------------|---------------------------------------|-----------------|-------------------------|-------------------------|
| Co-muni code<br>23161 | Municipality<br>VILLAGE OF NEW GLARUS | County<br>GREEN | Due date<br>May 2, 2022 | Report type<br>ORIGINAL |
|-----------------------|---------------------------------------|-----------------|-------------------------|-------------------------|

## Section A: Room Tax Collection

|  |          |
|--|----------|
| 1. Room tax collected in 2021                                    | \$64,017 |
| 2. Room tax rate imposed as of December 31, 2021                 | 5.00 %   |
| 3. Did your municipality change your room tax rate during 2021?  | No       |
| 4. If yes above, provide your municipality's prior room tax rate | %        |

## Section B: Room Tax Revenue Distributions

| 1. During 2021, 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. New Glarus Tourism Commission   | \$58,121                                     |

## 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. New Glarus Tourism Commission |            |                         |
|----------------------------------|------------|-------------------------|
| First Name                       | Last Name  | Related Business Entity |
| Eric                             | Gobeli     | Swiss Aire Motel        |
| Brianna                          | Lenzlinger | Chalet Landhaus         |
| Beth                             | Luchsinger | None                    |
| Roger                            | Truttmann  | None                    |
| Brad                             | Beal       | None                    |

# 2021 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) |
|------------|--------------------------------|----------|------------------------|
| 02/17/2021 | New Glarus Chamber of Commerce | \$6,842  |                        |
| 06/16/2021 | New Glarus Chamber of Commerce | \$5,436  |                        |
| 08/18/2021 | New Glarus Chamber of Commerce | \$19,390 |                        |
| 11/17/2021 | New Glarus Chamber of Commerce | \$26,451 |                        |

**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 |    |

## Section F: Historical Room Taxes Retained

|  |    |
|--|----|
| 1. Did your municipality collect room tax on May 13, 1994 and retained more than 30 percent of the room tax collected for purposes other than tourism promotion and tourism development? | No |
| 2. Enter the room taxes retained by the municipality for the following years:  |    |
| a. 2010  |    |
| b. 2011  |    |
| c. 2012  |    |
| d. 2013  |    |
| e. 2014  |    |

# 2021 Room Tax Report

## Preparer/Contact Information

|                                |                                   |                                  |  |
|--------------------------------|-----------------------------------|----------------------------------|--|
| Preparer name<br>Kelsey Jenson | Preparer title<br>Clerk/Treasurer | Preparer phone<br>(608) 527-5973 | Preparer email<br>ngclerk@newglarusvillage.com |
|--------------------------------|-----------------------------------|----------------------------------|--|

## Contact Information

|                               |                                  |                                 |   |
|-------------------------------|----------------------------------|---------------------------------|---|
| Contact name<br>Kelsey Jenson | Contact title<br>Clerk/Treasurer | Contact phone<br>(608) 527-5973 | Contact email<br>ngclerk@newglarusvillage.com |
|-------------------------------|----------------------------------|---------------------------------|---|

## Comments

## Submission Information

You successfully submitted your report. Save and/or print a copy for your records.

Co-muni code: 23161

Submission date: 04-20-2022 10:02 AM

Confirmation: RT20210668O1650466938813

Submission type: ORIGINAL

Report Criteria:

- Actual Amounts
- All Accounts
- Summarize Payroll Detail
- Print Period Totals
- Print Grand Totals
- Include All Comments
- Page and Total by FUND
- All Segments Tested for Total Breaks
- [Report].Account Number = "110041210000000","110056711310000"

| Date       | Journal | Reference Number | Payee or Description  | Account Number     | Debit Amount | Credit Amount | Balance   |
|------------|---------|------------------|---|--------------------|--------------|---------------|-----------|
| TAXES      |         |                  | 12/31/2020 (14/20) Balance  | 11-00-41210-000-00 |              |               | .00       |
| 01/04/2021 | CR      | 2013743          | ROOM TAX - TOURISM Nov 2020 - Chalet Lan<br>Description: ROOM TAX - TOURISM Nov 2020 - Chalet Landhaus  |                    |              | 950.80-       |           |
| 01/04/2021 | CR      | 2013745          | ROOM TAX - TOURISM Q4 2020 - Village Par<br>Description: ROOM TAX - TOURISM Q4 2020 - Village Park Retreat  |                    |              | 197.85-       |           |
| 01/14/2021 | CR      | 2013774          | ROOM TAX - TOURISM Q4 2020 - Barr Holdin<br>Description: ROOM TAX - TOURISM Q4 2020 - Barr Holdings   |                    |              | 218.39-       |           |
| 01/15/2021 | CR      | 2013775          | ROOM TAX - TOURISM Q4 2020 - Anne Dimop<br>Description: ROOM TAX - TOURISM Q4 2020 - Anne Dimopoulos  |                    |              | 111.22-       |           |
| 01/15/2021 | CR      | 2013775          | ROOM TAX - TOURISM Bal from AR - Anne Di<br>Description: ROOM TAX - TOURISM Bal from AR - Anne Dimopoulos   |                    |              | 15.14-        |           |
| 01/15/2021 | CR      | 2013776          | ROOM TAX - TOURISM Q4 2020 Room Tax - H<br>Description: ROOM TAX - TOURISM Q4 2020 Room Tax - Holy Cow Guest Haus   |                    |              | 134.17-       |           |
| 01/25/2021 | CR      | 2013788          | 4th Q 2020 - Duerst Guest House   |                    |              | 290.92-       |           |
| 01/27/2021 | CR      | 2013797          | ROOM TAX - TOURISM Q4 2020 - Airbnb   |                    |              | 772.40-       |           |
| 01/27/2021 | CR      | 2013798          | ROOM TAX - TOURISM Q4 2020 - HomeAway.<br>Description: ROOM TAX - TOURISM Q4 2020 - HomeAway.com  |                    |              | 168.96-       |           |
| 01/29/2021 | CR      | 2013804          | ROOM TAX - TOURISM Dec 2020 - Chalet Lan<br>Description: ROOM TAX - TOURISM Dec 2020 - Chalet Landhaus  |                    |              | 668.85-       |           |
| 01/29/2021 | CR      | 2013806          | ROOM TAX - TOURISM Q4 2020 - 130 5th Ave  |                    |              | 234.33-       |           |
|            |         |                  | 01/31/2021 (01/21) Period Totals and Balance  |                    | .00 *        | 3,763.03- *   | 3,763.03- |
| 02/03/2021 | AP      | 110              | BERGER'S BUNGALOW<br>**VendorNo: 5922 **Inv. No: 2020 REFUND<br>**Desc: REFUND OVERPAYMENT 3RD Q<br>2020 ROOM TAX **Inv. Date: 2/3/2021 **PO<br>No: **Remit Name: BERGER'S BUNGALOW<br>**Merchant Vendor No: 5922 **Merchant<br>Vendor Name: BERGER'S BUNGALOW<br>**Invoice Created By: Lynne |                    | 10.08        |               |           |
| 02/02/2021 | CR      | 2013816          | ROOM TAX - TOURISM Q4 2020 - Swiss Aire<br>Description: ROOM TAX - TOURISM Q4 2020 - Swiss Aire Motel   |                    |              | 1,310.11-     |           |

| Date       | Journal | Reference Number | Payee or Description   | Account Number | Debit Amount | Credit Amount | Balance    |
|------------|---------|------------------|--|----------------|--------------|---------------|------------|
| 02/22/2021 | CR      | 2013861          | ROOM TAX - TOURISM Jan 2021 - Chalet Lan<br>Description: ROOM TAX - TOURISM Jan 2021 - Chalet Landhaus     |                |              | 881.60-       |            |
| 02/23/2021 | CR      | 2013867          | ROOM TAX - TOURISM bal of 2020 - Chalet<br>Description: ROOM TAX - TOURISM bal of 2020 - Chalet Landhaus   |                |              | 2.82-         |            |
|            |         |                  | 02/28/2021 (02/21) Period Totals and Balance   |                | 10.08 *      | 2,194.53- *   | 5,947.48-  |
| 03/29/2021 | CR      | 2013947          | ROOM TAX - TOURISM Feb 2021 - Chalet Lan<br>Description: ROOM TAX - TOURISM Feb 2021 - Chalet Landhaus     |                |              | 1,277.04-     |            |
|            |         |                  | 03/31/2021 (03/21) Period Totals and Balance   |                | .00 *        | 1,277.04- *   | 7,224.52-  |
| 04/08/2021 | CR      | 2013962          | ROOM TAX - TOURISM Q1 2021 - Village Par<br>Description: ROOM TAX - TOURISM Q1 2021 - Village Park Retreat |                |              | 17.01-        |            |
| 04/26/2021 | CR      | 2013993          | ROOM TAX - TOURISM Q1 2021 - Homeaway.<br>Description: ROOM TAX - TOURISM Q1 2021 - Homeaway.com           |                |              | 157.08-       |            |
| 04/26/2021 | CR      | 2013994          | ROOM TAX - TOURISM Q1 2021 - Airbnb  |                |              | 2,523.45-     |            |
| 04/26/2021 | CR      | 2013995          | ROOM TAX - TOURISM Q1 2021 - Berger's Bu<br>Description: ROOM TAX - TOURISM Q1 2021 - Berger's Bungalow    |                |              | 74.25-        |            |
| 04/26/2021 | CR      | 2013996          | ROOM TAX - TOURISM Q1 2021 - Don Berg  |                |              | 338.96-       |            |
| 04/27/2021 | CR      | 2013998          | ROOM TAX - TOURISM Q1 2021 - Swiss Aire<br>Description: ROOM TAX - TOURISM Q1 2021 - Swiss Aire Motel      |                |              | 517.71-       |            |
| 04/28/2021 | CR      | 2014008          | ROOM TAX - TOURISM Q1 2021 - Barr Holdin<br>Description: ROOM TAX - TOURISM Q1 2021 - Barr Holdings        |                |              | 120.51-       |            |
| 04/30/2021 | CR      | 2014011          | ROOM TAX - TOURISM March 2021 - Chalet L<br>Description: ROOM TAX - TOURISM March 2021 - Chalet Landhaus   |                |              | 1,684.71-     |            |
|            |         |                  | 04/30/2021 (04/21) Period Totals and Balance   |                | .00 *        | 5,433.68- *   | 12,658.20- |
| 05/03/2021 | CR      | 2014017          | ROOM TAX - TOURISM Q1 2021 - Duerst Gues<br>Description: ROOM TAX - TOURISM Q1 2021 - Duerst Guest House   |                |              | 182.25-       |            |
| 05/06/2021 | CR      | 2014027          | ROOM TAX - TOURISM Q1 2021 - Teri McCart<br>Description: ROOM TAX - TOURISM Q1 2021 - Teri McCarthy        |                |              | 39.47-        |            |
| 05/27/2021 | CR      | 2014076          | ROOM TAX - TOURISM Q1 2021 - Anne Dimop<br>Description: ROOM TAX - TOURISM Q1 2021 - Anne Dimopoulos       |                |              | 143.02-       |            |
|            |         |                  | 05/31/2021 (05/21) Period Totals and Balance   |                | .00 *        | 364.74- *     | 13,022.94- |
| 06/01/2021 | CR      | 2014081          | ROOM TAX - TOURISM - April 2021 - Chalet<br>Description: ROOM TAX - TOURISM - April 2021 - Chalet Landhaus |                |              | 1,939.26-     |            |
| 06/30/2021 | CR      | 2014212          | ROOM TAX - TOURISM May 2021 - Chalet Lan<br>Description: ROOM TAX - TOURISM May 2021 - Chalet Landhaus     |                |              | 2,432.50-     |            |
|            |         |                  | 06/30/2021 (06/21) Period Totals and Balance   |                | .00 *        | 4,371.76- *   | 17,394.70- |

| Date       | Journal | Reference Number | Payee or Description  | Account Number | Debit Amount | Credit Amount | Balance    |
|------------|---------|------------------|---|----------------|--------------|---------------|------------|
| 07/09/2021 | CR      | 2014240          | ROOM TAX - TOURISM Q2 2021 - Village Par<br>Description: ROOM TAX - TOURISM Q2 2021 - Village Park Retreat  |                |              | 434.48-       |            |
| 07/09/2021 | CR      | 2014242          | ROOM TAX - TOURISM Q2 2021 - Anne Dimop<br>Description: ROOM TAX - TOURISM Q2 2021 - Anne Dimopoulos  |                |              | 153.49-       |            |
| 07/26/2021 | CR      | 2014283          | 2nd Quarter - AirBnb  |                |              | 4,727.63-     |            |
| 07/26/2021 | CR      | 2014284          | 2nd Quarter - HomeAway  |                |              | 512.51-       |            |
| 07/27/2021 | CR      | 2014288          | 2nd Quarter - Kennedy's   |                |              | 15.60-        |            |
| 07/29/2021 | CR      | 2014297          | ROOM TAX - TOURISM Q2 2021 - Berger's Bu<br>Description: ROOM TAX - TOURISM Q2 2021 - Berger's Bungalow   |                |              | 96.85-        |            |
| 07/30/2021 | CR      | 2014301          | ROOM TAX - TOURISM Q2 2021 - Holy Cow G<br>Description: ROOM TAX - TOURISM Q2 2021 - Holy Cow Guest Haus  |                |              | 31.28-        |            |
| 07/30/2021 | CR      | 2014302          | ROOM TAX - TOURISM Q2 2021 - Don and Mel<br>Description: ROOM TAX - TOURISM Q2 2021 - Don and Melissa Berg  |                |              | 478.96-       |            |
| 07/30/2021 | CR      | 2014303          | ROOM TAX - TOURISM Q2 2021 - Chalet Land<br>Description: ROOM TAX - TOURISM Q2 2021 - Chalet Landhaus   |                |              | 5,531.63-     |            |
|            |         |                  | 07/31/2021 (07/21) Period Totals and Balance  |                | .00 *        | 11,982.43- *  | 29,377.13- |
| 08/18/2021 | AP      | 244              | HOLY COW GUEST HAUS<br>**VendorNo: 6126 **Inv. No: 8/21 **Desc:<br>REFUND 2021 Q1 ROOM TAX-PAID BY<br>AIRBNB AND OWNER **Inv. Date: 8/18/2021<br>**PO No: **Remit Name: HOLY COW GUEST<br>HAUS **Merchant Vendor No: 6126 **Merchant<br>Vendor Name: HOLY COW GUEST HAUS<br>**Invoice Created By: Lynne |                | 39.47        |               |            |
| 08/02/2021 | CR      | 2014308          | ROOM TAX - TOURISM Q2 2021 - Barr Holdin<br>Description: ROOM TAX - TOURISM Q2 2021 - Barr Holdings   |                |              | 267.12-       |            |
| 08/02/2021 | CR      | 2014309          | ROOM TAX - TOURISM Q2 2021 - Duerst Gues<br>Description: ROOM TAX - TOURISM Q2 2021 - Duerst Guest House  |                |              | 497.25-       |            |
| 08/02/2021 | CR      | 2014310          | ROOM TAX - TOURISM Q2 2021 - Swiss Aire<br>Description: ROOM TAX - TOURISM Q2 2021 - Swiss Aire Motel   |                |              | 2,311.23-     |            |
| 08/27/2021 | CR      | 2014386          | ROOM TAX - TOURISM July 2021 Q3 - Chalet<br>Description: ROOM TAX - TOURISM July 2021 Q3 - Chalet Landhaus  |                |              | 5,967.86-     |            |
|            |         |                  | 08/31/2021 (08/21) Period Totals and Balance  |                | 39.47 *      | 9,043.46- *   | 38,381.12- |
| 09/30/2021 | CR      | 2014441          | ROOM TAX - TOURISM Aug 2021 - Chalet Lan<br>Description: ROOM TAX - TOURISM Aug 2021 - Chalet Landhaus  |                |              | 4,871.66-     |            |
|            |         |                  | 09/30/2021 (09/21) Period Totals and Balance  |                | .00 *        | 4,871.66- *   | 43,252.78- |
| 10/07/2021 | CR      | 2014457          | ROOM TAX - TOURISM Q3 2021 - Barr Holdin<br>Description: ROOM TAX - TOURISM Q3 2021 - Barr Holdings   |                |              | 336.32-       |            |



| Date                 | Journal | Reference Number | Payee or Description   | Account Number     | Debit Amount | Credit Amount | Balance    |            |          |            |
|----------------------|---------|------------------|--|--------------------|--------------|---------------|------------|------------|----------|------------|
| 10/21/2021           | CR      | 2014476          | ROOM TAX - TOURISM Q3 2021 - Homeaway.<br>Description: ROOM TAX - TOURISM Q3 2021 - Homeaway.com   |                    |              | 1,530.83-     |            |            |          |            |
| 10/25/2021           | CR      | 2014482          | ROOM TAX - TOURISM Q3 2021 - Village Par<br>Description: ROOM TAX - TOURISM Q3 2021 - Village Park Retreat   |                    |              | 882.99-       |            |            |          |            |
| 10/25/2021           | CR      | 2014483          | ROOM TAX - TOURISM Q3 2021 - Airbnb Inc  |                    |              | 2,773.53-     |            |            |          |            |
| 10/27/2021           | CR      | 2014489          | ROOM TAX - TOURISM Q3 2021 - Berger's Bu<br>Description: ROOM TAX - TOURISM Q3 2021 - Berger's Bungalow  |                    |              | 69.06-        |            |            |          |            |
| 10/28/2021           | CR      | 2014492          | ROOM TAX - TOURISM Q3 2021 - Anne Dimop<br>Description: ROOM TAX - TOURISM Q3 2021 - Anne Dimopoulos   |                    |              | 205.02-       |            |            |          |            |
| 10/29/2021           | CR      | 2014494          | ROOM TAX - TOURISM Sept 2021 room tax Q3<br>Description: ROOM TAX - TOURISM Sept 2021 room tax Q3 - Chalet Landhaus  |                    |              | 4,962.86-     |            |            |          |            |
|                      |         |                  | 10/31/2021 (10/21) Period Totals and Balance   |                    | .00 *        | 10,760.61- *  | 54,013.39- |            |          |            |
| 11/01/2021           | CR      | 2014497          | ROOM TAX - TOURISM Q3 room tax - Duerst<br>Description: ROOM TAX - TOURISM Q3 room tax - Duerst Guest House  |                    |              | 578.48-       |            |            |          |            |
| 11/02/2021           | CR      | 2014500          | ROOM TAX - TOURISM Q3 2021 room tax - Sw<br>Description: ROOM TAX - TOURISM Q3 2021 room tax - Swiss Aire Motel  |                    |              | 3,597.66-     |            |            |          |            |
| 11/03/2021           | CR      | 2014506          | ROOM TAX - TOURISM Q3 2021 room tax - 13<br>Description: ROOM TAX - TOURISM Q3 2021 room tax - 130 5th Ave LLC   |                    |              | 627.64-       |            |            |          |            |
| 11/04/2021           | CR      | 2014508          | ROOM TAX - TOURISM Q3 2021 room tax - Ke<br>Description: ROOM TAX - TOURISM Q3 2021 room tax - Kennedy's   |                    |              | 47.33-        |            |            |          |            |
| 11/29/2021           | CR      | 2014540          | ROOM TAX - TOURISM Oct 2021 - Chalet Lan<br>Description: ROOM TAX - TOURISM Oct 2021 - Chalet Landhaus   |                    |              | 4,983.20-     |            |            |          |            |
|                      |         |                  | 11/30/2021 (11/21) Period Totals and Balance   |                    | .00 *        | 9,834.31- *   | 63,847.70- |            |          |            |
| 12/27/2021           | CR      | 2014595          | ROOM TAX - TOURISM Q4 2021 - Anne Dimop<br>Description: ROOM TAX - TOURISM Q4 2021 - Anne Dimopoulos   |                    |              | 169.15-       |            |            |          |            |
|                      |         |                  | 12/31/2021 (12/21) Period Totals and Balance   |                    | .00 *        | 169.15- *     | 64,016.85- |            |          |            |
|                      |         |                  | 12/31/2021 (14/21) Period Totals and Balance   |                    | .00 *        | .00 *         | 64,016.85- |            |          |            |
| YTD Encumbrance      |         | .00              | YTD Actual   | -64,016.85         | Total        | -64,016.85    | YTD Budget | -60,000.00 | Unearned | (4,016.85) |
| TOURISM: GENERAL OPS |         |                  | 12/31/2020 (14/20) Balance   | 11-00-56711-310-00 |              |               |            | .00        |          |            |
| 02/17/2021           | AP      | 164              | NEW GLARUS CHAMBER OF COMMERCE<br>**VendorNo: 2695 **Inv. No: 2020 4TH QUARTER **Desc: 2020 4th Quarter **Inv. Date: 2/17/2021 **PO No: **Remit Name: NEW GLARUS CHAMBER OF COMMERCE **Merchant Vendor No: 2695 **Merchant Vendor Name: NEW GLARUS CHAMBER OF COMMERCE **Invoice Created By: Lynne |                    | 6,842.41     |               |            |            |          |            |
|                      |         |                  | 02/28/2021 (02/21) Period Totals and Balance   |                    | 6,842.41 *   | .00 *         | 6,842.41   |            |          |            |

| Date       | Journal | Reference Number | Payee or Description  | Account Number | Debit Amount | Credit Amount | Balance   |
|------------|---------|------------------|---|----------------|--------------|---------------|-----------|
| 06/16/2021 | AP      | 148              | NEW GLARUS CHAMBER OF COMMERCE<br>**VendorNo: 2695 **Inv. No: 2021 - 1ST Q<br>**Desc: 2021 1st quarter **Inv. Date: 6/16/2021<br>**PO No: **Remit Name: NEW GLARUS CHAMBER OF COMMERCE **Merchant Vendor No: 2695 **Merchant Vendor Name: NEW GLARUS CHAMBER OF COMMERCE<br>**Invoice Created By: Lynne |                | 5,436.43     |               |           |
|            |         |                  | 06/30/2021 (06/21) Period Totals and Balance  |                | 5,436.43 *   | .00 *         | 12,278.84 |
| 08/18/2021 | AP      | 140              | NEW GLARUS CHAMBER OF COMMERCE<br>**VendorNo: 2695 **Inv. No: 2021 Q2 **Desc: 2021 - 2ND QUARTER **Inv. Date: 8/18/2021<br>**PO No: **Remit Name: NEW GLARUS CHAMBER OF COMMERCE **Merchant Vendor No: 2695 **Merchant Vendor Name: NEW GLARUS CHAMBER OF COMMERCE<br>**Invoice Created By: Lynne       |                | 19,390.32    |               |           |
|            |         |                  | 08/31/2021 (08/21) Period Totals and Balance  |                | 19,390.32 *  | .00 *         | 31,669.16 |
| 11/17/2021 | AP      | 148              | NEW GLARUS CHAMBER OF COMMERCE<br>**VendorNo: 2695 **Inv. No: 3RD Q 2021<br>**Desc: 2021 3rd Quarter **Inv. Date: 11/17/2021 **PO No: **Remit Name: NEW GLARUS CHAMBER OF COMMERCE<br>**Merchant Vendor No: 2695 **Merchant Vendor Name: NEW GLARUS CHAMBER OF COMMERCE<br>**Invoice Created By: Lynne  |                | 26,451.24    |               |           |
|            |         |                  | 11/30/2021 (11/21) Period Totals and Balance  |                | 26,451.24 *  | .00 *         | 58,120.40 |
|            |         |                  | 12/31/2021 (14/21) Period Totals and Balance  |                | .00 *        | .00 *         | 58,120.40 |

YTD Encumbrance .00 YTD Actual 58,120.40 Total 58,120.40 YTD Budget 60,000.00 Unexpended 1,879.60

Number of Transactions: 61 Number of Accounts: 2

Debit Credit Proof

Total ROOM TAX:

58,169.95 64,066.40- 5,896.45-

Number of Transactions: 61 Number of Accounts: 2

Debit Credit Proof

Grand Totals:

58,169.95 64,066.40- 5,896.45-

6,842.41+  
5,436.43+  
19,390.32+  
26,451.24+

Report Criteria:

- Actual Amounts
- All Accounts
- Summarize Payroll Detail
- Print Period Totals
- Print Grand Totals
- Include All Comments
- Page and Total by FUND
- All Segments Tested for Total Breaks

004

58,120.40+

[Report].Account Number = "110041210000000","110056711310000"

# 2022 Room Tax Report

## Municipality

|                       |                                       |                 |                         |                         |
|-----------------------|---------------------------------------|-----------------|-------------------------|-------------------------|
| Co-muni code<br>23161 | Municipality<br>VILLAGE OF NEW GLARUS | County<br>GREEN | Due date<br>May 1, 2023 | Report type<br>ORIGINAL |
|-----------------------|---------------------------------------|-----------------|-------------------------|-------------------------|

## Section A: Room Tax Collection

|  |          |
|--|----------|
| 1. Room tax collected in 2022                                    | \$82,098 |
| 2. Room tax rate imposed as of December 31, 2022                 | 5.00 %   |
| 3. Did your municipality change your room tax rate during 2022?  | No       |
| 4. If yes above, provide your municipality's prior room tax rate | %        |

## Section B: Room Tax Revenue Distributions

|  |   |
|--|---|
| 1. During 2022, 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                          |   |
| <b>Tourism Entity or Commission</b>  | <b>Revenues Distributed to Entity or Commission</b> |
| 1. New Glarus Tourism Commission   | \$81,299  |

## 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. New Glarus Tourism Commission |            |                         |
|----------------------------------|------------|-------------------------|
| First Name                       | Last Name  | Related Business Entity |
| Tori                             | Hutchinson | Hutch and Hide          |
| Brianna                          | Lenzlinger | Chalet Landhaus         |
| Beth                             | Luchsinger | None                    |
| Roger                            | Truttman   | None                    |
| Brad                             | Beal       | None                    |

# 2022 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) |
|------------|--------------------------------|----------|------------------------|
| 02/16/2022 | New Glarus Chamber of Commerce | \$16,000 |                        |
| 05/18/2022 | New Glarus Chamber of Commerce | \$11,601 |                        |
| 06/08/2022 | New Glarus Chamber of Commerce | \$193    |                        |
| 08/17/2022 | New Glarus Chamber of Commerce | \$22,775 |                        |
| 11/16/2022 | New Glarus Chamber of Commerce | \$30,728 |                        |

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 |    |

# 2022 Room Tax Report

## Preparer/Contact Information

|                               |  |                                  |   |
|-------------------------------|--|----------------------------------|---|
| Preparer name<br>Deanna Young | Preparer title<br>Deputy Clerk-Treasurer | Preparer phone<br>(608) 527-3677 | Preparer email<br>ngclerk2@newglarusvillage.com |
|-------------------------------|--|----------------------------------|---|

## Contact Information

|                              |   |                                 |  |
|------------------------------|---|---------------------------------|--|
| Contact name<br>Deanna Young | Contact title<br>Deputy Clerk-Treasurer | Contact phone<br>(608) 527-3677 | Contact email<br>ngclerk2@newglarusvillage.com |
|------------------------------|---|---------------------------------|--|

## Comments

## Submission Information

You successfully submitted your report. Save and/or print a copy for your records.

Co-muni code: 23161

Submission date: 03-13-2023 03:48 PM

Confirmation: RT20220668O1678740492006

Submission type: ORIGINAL

Report Criteria:

- Actual Amounts
- All Accounts
- Summarize Payroll Detail
- Print Period Totals
- Print Grand Totals
- Include All Comments
- Page and Total by FUND
- All Segments Tested for Total Breaks

[Report].Account Number = "110056711310000","110041210000000"

| Date       | Journal | Reference Number | Payee or Description   | Account Number     | Debit Amount | Credit Amount | Balance    |
|------------|---------|------------------|--|--------------------|--------------|---------------|------------|
| TAXES      |         |                  | 12/31/2021 (14/21) Balance   | 11-00-41210-000-00 |              |               | .00        |
| 01/03/2022 | CR      | 2014610          | November 2021 - Chalet Landhaus  |                    |              | 2,020.11-     |            |
| 01/13/2022 | CR      | 2014639          | ROOM TAX - TOURISM - 4th Quarter Tax - V<br>Description: ROOM TAX - TOURISM - 4th<br>Quarter Tax - Village Park Retreats/Diane<br>Peters |                    |              | 521.38-       |            |
| 01/18/2022 | CR      | 2014649          | ROOM TAX - TOURISM - Barr Holdings LLC   |                    |              | 220.20-       |            |
| 01/24/2022 | CR      | 2014657          | 4th Quarter 2022 - Holy Cow Guest Haus   |                    |              | 29.56-        |            |
| 01/24/2022 | CR      | 2014659          | 4th Q 2021 - Home Away   |                    |              | 877.18-       |            |
| 01/25/2022 | CR      | 2014662          | 4th Q 2021 - AirBNB  |                    |              | 2,219.43-     |            |
|            |         |                  | 01/31/2022 (01/22) Period Totals and Balance   |                    | .00 *        | 5,887.86- *   | 5,887.86-  |
| 01/28/2022 | CR      | 2014671          | 2021 4th Q - Chalet Landhaus   |                    |              | 2,002.92-     |            |
| 01/31/2022 | CR      | 2014675          | ROOM TAX - TOURISM - Q4 Room Tax - Duers   |                    |              | 375.53-       |            |
| 02/03/2022 | CR      | 2014679          | ROOM TAX - TOURISM - Q4 Room Tax 2021 -  |                    |              | 2,076.13-     |            |
| 02/04/2022 | CR      | 2014686          | ROOM TAX - TOURISM - Q4 - Room Tax - Ber<br>Description: ROOM TAX - TOURISM - Q4 -<br>Room Tax - Berg                                    |                    |              | 505.92-       |            |
| 02/25/2022 | CR      | 2014739          | ROOM TAX - TOURISM - Village Park Q1 22<br>Description: ROOM TAX - TOURISM - Village<br>Park Q1 22 -Rm Tax                               |                    |              | 60.03-        |            |
| 02/25/2022 | CR      | 2014740          | ROOM TAX - TOURISM - Chalet Q1 22 Rm Tax   |                    |              | 1,547.43-     |            |
|            |         |                  | 02/28/2022 (02/22) Period Totals and Balance   |                    | .00 *        | 6,567.96- *   | 12,455.82- |
| 04/11/2022 | CR      | 2014820          | ROOM TAX - TOURISM - Chalet Q1 22 Rm Tax   |                    |              | 1,777.02-     |            |
| 04/25/2022 | CR      | 2014895          | HomeAway/Tourism - Room Tax- Homeaway  |                    |              | 373.50-       |            |
| 04/25/2022 | CR      | 2014896          | Airbnb/ Tourism - Room Tax - Airbnb Inc  |                    |              | 4,485.51-     |            |
| 04/29/2022 | CR      | 2014915          | ROOM TAX - TOURISM - Q1 22 Room Tax- 130<br>Description: ROOM TAX - TOURISM - Q1 22<br>Room Tax- 130 5th Ave LLC                         |                    |              | 429.83-       |            |
|            |         |                  | 04/30/2022 (04/22) Period Totals and Balance   |                    | .00 *        | 7,065.86- *   | 19,521.68- |
| 05/03/2022 | CR      | 2014921          | ROOM TAX - TOURISM - Room Tax Q1 22- Du<br>Description: ROOM TAX - TOURISM - Room<br>Tax Q1 22- Duerst                                   |                    |              | 284.18-       |            |
| 05/04/2022 | CR      | 2014926          | ROOM TAX - TOURISM - Roon Tax Q1 -22, 80<br>Description: ROOM TAX - TOURISM - Roon Tax<br>Q1 -22, 801 1st St                             |                    |              | 54.61-        |            |
| 05/05/2022 | CR      | 2014930          | ROOM TAX - TOURISM - Swiss Aire Motel -<br>Description: ROOM TAX - TOURISM - Swiss<br>Aire Motel - Q1 Room Tax                           |                    |              | 832.06-       |            |
| 05/09/2022 | CR      | 2014939          | ROOM TAX - TOURISM - Room Tax Q1 22 - Ch<br>Description: ROOM TAX - TOURISM - Room<br>Tax Q1 22 - Chalet Landhaus                        |                    |              | 1,721.36-     |            |

| Date       | Journal | Reference Number | Payee or Description   | Account Number | Debit Amount | Credit Amount | Balance    |
|------------|---------|------------------|--|----------------|--------------|---------------|------------|
| 05/11/2022 | CR      | 2014945          | ROOM TAX - TOURISM - Room Tax Q1 22- K S<br>Description: ROOM TAX - TOURISM - Room Tax Q1 22- K Schultz                |                |              | 35.78-        |            |
| 05/16/2022 | CR      | 2014953          | Tourism/Chamber - Room Tax 2nd Qtr 2022-<br>Description: Tourism/Chamber - Room Tax 2nd Qtr 2022- Barr                 |                |              | 193.46-       |            |
| 05/27/2022 | CR      | 2014986          | ROOM TAX - TOURISM - RM TAX - Q2 22 CHA<br>Description: ROOM TAX - TOURISM - RM TAX - Q2 22 CHALET LANDHAUS            |                |              | 2,447.04-     |            |
|            |         |                  | 05/31/2022 (05/22) Period Totals and Balance   |                | .00 *        | 5,568.49- *   | 25,090.17- |
| 06/24/2022 | CR      | 2015101          | ROOM TAX - TOURISM - Room Tax- Q2 May 2<br>Description: ROOM TAX - TOURISM - Room Tax- Q2 May 2022, Chalet             |                |              | 4,279.93-     |            |
|            |         |                  | 06/30/2022 (06/22) Period Totals and Balance   |                | .00 *        | 4,279.93- *   | 29,370.10- |
| 07/15/2022 | CR      | 2015173          | ROOM TAX - TOURISM - Room Tax Q2, 2022<br>Description: ROOM TAX - TOURISM - Room Tax Q2, 2022 Village Park             |                |              | 606.81-       |            |
| 07/18/2022 | CR      | 2015180          | ROOM TAX - TOURISM - Room Tax Q2- Raven<br>Description: ROOM TAX - TOURISM - Room Tax Q2- Ravens 526 1st St #1         |                |              | 57.38-        |            |
| 07/22/2022 | CR      | 2015193          | Room Tax Q2-2022 HomeAway.com - Room Ta<br>Description: Room Tax Q2-2022 HomeAway.com - Room Tax Q2-2022 HomeAway.com  |                |              | 1,053.21-     |            |
| 07/25/2022 | CR      | 2015201          | ROOM TAX - TOURISM - Room Tax Q2 -200-2<br>Description: ROOM TAX - TOURISM - Room Tax Q2 -200-22 Barr Holdings         |                |              | 271.94-       |            |
| 07/26/2022 | CR      | 2015204          | Chamber - Room Tax Q2-2022 Airbnb Inc  |                |              | 4,287.44-     |            |
| 07/28/2022 | CR      | 2015214          | ROOM TAX - TOURISM - Room Tax Q2- 2022<br>Description: ROOM TAX - TOURISM - Room Tax Q2- 2022 McCarthy 601 2nd St      |                |              | 35.44-        |            |
| 07/29/2022 | CR      | 2015221          | ROOM TAX - TOURISM - Room Tax Q2-22 Cha<br>Description: ROOM TAX - TOURISM - Room Tax Q2-22 Chalet Landhaus            |                |              | 6,190.05-     |            |
|            |         |                  | 07/31/2022 (07/22) Period Totals and Balance   |                | .00 *        | 12,502.27- *  | 41,872.37- |
| 08/01/2022 | CR      | 2015229          | ROOM TAX - TOURISM - Room Tax Q2 -22, Be<br>Description: ROOM TAX - TOURISM - Room Tax Q2 -22, Berg- 130 5th Ave       |                |              | 513.05-       |            |
| 08/01/2022 | CR      | 2015230          | ROOM TAX - TOURISM - Room Tax Q2 -22, Sw<br>Description: ROOM TAX - TOURISM - Room Tax Q2 -22, Swiss Aire Motel, Gobe  |                |              | 2,835.72-     |            |
| 08/09/2022 | CR      | 2015249          | ROOM TAX - TOURISM - Room Tax Q2- 22 801<br>Description: ROOM TAX - TOURISM - Room Tax Q2- 22 801 St St, Dimopoulos    |                |              | 197.36-       |            |
| 08/29/2022 | CR      | 2015287          | Room Tax -Chalet Q3 July 2022 - Room Tax<br>Description: Room Tax -Chalet Q3 July 2022 - Room Tax -Chalet Q3 July 2022 |                |              | 4,975.95-     |            |
|            |         |                  | 08/31/2022 (08/22) Period Totals and Balance   |                | .00 *        | 8,522.08- *   | 50,394.45- |

| Date            | Journal | Reference Number | Payee or Description  | Account Number | Debit Amount | Credit Amount | Balance    |            |          |             |
|-----------------|---------|------------------|---|----------------|--------------|---------------|------------|------------|----------|-------------|
| 09/30/2022      | CR      | 2015357          | ROOM TAX - Chamber Portion - Room Tax- C<br>Description: ROOM TAX - Chamber Portion - Room Tax- Chalet Landhaus Q3 August |                |              | 6,079.44-     |            |            |          |             |
|                 |         |                  | 09/30/2022 (09/22) Period Totals and Balance  |                | .00 *        | 6,079.44- *   | 56,473.89- |            |          |             |
| 10/06/2022      | CR      | 2015367          | Q3 Room Tax - Room Tax Q3, Village Park<br>Description: Q3 Room Tax - Room Tax Q3, Village Park Retreat                   |                |              | 1,069.54-     |            |            |          |             |
| 10/19/2022      | CR      | 2015388          | Q3 2022 - Room Tax Q3, 2022 -1230 5th Av<br>Description: Q3 2022 - Room Tax Q3, 2022 - 1230 5th Ave LLC                   |                |              | 457.46-       |            |            |          |             |
| 10/21/2022      | CR      | 2015392          | ROOM TAX - TOURISM - Room Tax Q3- 2022<br>Description: ROOM TAX - TOURISM - Room Tax Q3- 2022 Airbnb, Inc                 |                |              | 4,995.45-     |            |            |          |             |
| 10/24/2022      | CR      | 2015393          | ROOM TAX - TOURISM - Q3 Room Tax2022-B<br>Description: ROOM TAX - TOURISM - Q3 Room Tax2022-Barr Holdings                 |                |              | 104.08-       |            |            |          |             |
| 10/24/2022      | CR      | 2015394          | ROOM TAX - TOURISM - Q3 Room Tax 2022-<br>Description: ROOM TAX - TOURISM - Q3 Room Tax 2022- Swiss Motel                 |                |              | 4,743.41-     |            |            |          |             |
| 10/25/2022      | CR      | 2015396          | ROOM TAX - TOURISM - Q3 Room Tax 2022-<br>Description: ROOM TAX - TOURISM - Q3 Room Tax 2022- HomeAway.com                |                |              | 1,810.00-     |            |            |          |             |
| 10/28/2022      | CR      | 2015404          | ROOM TAX - TOURISM - Room Tax Q3 2022-<br>Description: ROOM TAX - TOURISM - Room Tax Q3 2022- Chalet, September           |                |              | 6,266.47-     |            |            |          |             |
|                 |         |                  | 10/31/2022 (10/22) Period Totals and Balance  |                | .00 *        | 19,446.41- *  | 75,920.30- |            |          |             |
| 11/01/2022      | CR      | 2015410          | Q3 Room Tax Chamber - Q3 Room Tax 2022-<br>Description: Q3 Room Tax Chamber - Q3 Room Tax 2022- 801 1st Street            |                |              | 226.51-       |            |            |          |             |
|                 |         |                  | 11/30/2022 (11/22) Period Totals and Balance  |                | .00 *        | 226.51- *     | 76,146.81- |            |          |             |
| 12/01/2022      | CR      | 2015451          | ROOM TAX - TOURISM - October 2022 Room<br>Description: ROOM TAX - TOURISM - October 2022 Room Tax, Chalet                 |                |              | 5,951.52-     |            |            |          |             |
|                 |         |                  | 12/31/2022 (12/22) Period Totals and Balance  |                | .00 *        | 5,951.52- *   | 82,098.33- |            |          |             |
|                 |         |                  | 12/31/2022 (14/22) Period Totals and Balance  |                | .00 *        | .00 *         | 82,098.33- |            |          |             |
| YTD Encumbrance |         | .00              | YTD Actual  | -82,098.33     | Total        | -82,098.33    | YTD Budget | -65,000.00 | Unearned | (17,098.33) |

|                      |    |     |  |                    |             |       |           |
|----------------------|----|-----|--|--------------------|-------------|-------|-----------|
| TOURISM: GENERAL OPS |    |     | 12/31/2021 (14/21) Balance   | 11-00-56711-310-00 |             |       | .00       |
| 02/16/2022           | AP | 138 | NEW GLARUS CHAMBER OF COMMERCE<br>**VendorNo: 2695 **Inv. No: 2021 4TH Q<br>**Desc: 2021 - 4th QUARTER **Inv. Date: 2/16/2022 **PO No: **Remit Name: NEW GLARUS CHAMBER OF COMMERCE<br>**Merchant Vendor No: 2695 **Merchant Vendor Name: NEW GLARUS CHAMBER OF COMMERCE **Invoice Created By: Lynne |                    | 16,000.71   |       |           |
|                      |    |     | 02/28/2022 (02/22) Period Totals and Balance   |                    | 16,000.71 * | .00 * | 16,000.71 |
| 05/18/2022           | AP | 118 | NEW GLARUS CHAMBER OF COMMERCE<br>**VendorNo: 2695 **Inv. No: 05112022 **Desc: 2022 - 1st Qtr Room Tax (no Barr Holdings, LLC) **Inv. Date: 5/18/2022 **PO No: **Remit Name: NEW GLARUS CHAMBER OF   |                    | 11,601.31   |       |           |



| Date       | Journal | Reference Number | Payee or Description   | Account Number | Debit Amount | Credit Amount | Balance   |
|------------|---------|------------------|--|----------------|--------------|---------------|-----------|
|            |         |                  | COMMERCE **Merchant Vendor No: 2695<br>**Merchant Vendor Name: NEW GLARUS<br>CHAMBER OF COMMERCE **Invoice Created<br>By: Kelsey   |                |              |               |           |
|            |         |                  | 05/31/2022 (05/22) Period Totals and Balance   |                | 11,601.31 *  | .00 *         | 27,602.02 |
| 06/08/2022 | AP      | 32               | NEW GLARUS CHAMBER OF COMMERCE<br>**VendorNo: 2695 **Inv. No: 05172022 **Desc:<br>2022 - 1st Qtr Room Tax (Barr Holdings, LLC)<br>**Inv. Date: 6/8/2022 **PO No: **Remit Name:<br>NEW GLARUS CHAMBER OF COMMERCE<br>**Merchant Vendor No: 2695 **Merchant<br>Vendor Name: NEW GLARUS CHAMBER OF<br>COMMERCE **Invoice Created By: Kelsey |                | 193.46       |               |           |
|            |         |                  | 06/30/2022 (06/22) Period Totals and Balance   |                | 193.46 *     | .00 *         | 27,795.48 |
| 08/17/2022 | AP      | 142              | NEW GLARUS CHAMBER OF COMMERCE<br>**VendorNo: 2695 **Inv. No: 08092022 **Desc:<br>2nd Qtr Room Tax-2022 **Inv. Date: 8/17/2022<br>**PO No: **Remit Name: NEW GLARUS<br>CHAMBER OF COMMERCE **Merchant<br>Vendor No: 2695 **Merchant Vendor Name:<br>NEW GLARUS CHAMBER OF COMMERCE<br>**Invoice Created By: Kelsey                       |                | 22,775.37    |               |           |
|            |         |                  | 08/31/2022 (08/22) Period Totals and Balance   |                | 22,775.37 *  | .00 *         | 50,570.85 |
| 11/16/2022 | AP      | 121              | NEW GLARUS CHAMBER OF COMMERCE<br>**VendorNo: 2695 **Inv. No: 1172022 **Desc:<br>2022 3rd Quarter **Inv. Date: 11/16/2022 **PO<br>No: **Remit Name: NEW GLARUS CHAMBER<br>OF COMMERCE **Merchant Vendor No: 2695<br>**Merchant Vendor Name: NEW GLARUS<br>CHAMBER OF COMMERCE **Invoice Created<br>By: Kelsey                            |                | 30,728.31    |               |           |
|            |         |                  | 11/30/2022 (11/22) Period Totals and Balance   |                | 30,728.31 *  | .00 *         | 81,299.16 |
|            |         |                  | 12/31/2022 (14/22) Period Totals and Balance   |                | .00 *        | .00 *         | 81,299.16 |

YTD Encumbrance .00 YTD Actual 81,299.16 Total 81,299.16 YTD Budget 65,000.00 Unexpended (16,299.16)

| Number of Transactions: 50 | Number of Accounts: 2 | Debit     | Credit     | Proof   |
|----------------------------|-----------------------|-----------|------------|---------|
| Total ROOM TAX:            |                       | 81,299.16 | 82,098.33- | 799.17- |
| Number of Transactions: 50 | Number of Accounts: 2 | Debit     | Credit     | Proof   |
| Grand Totals:              |                       | 81,299.16 | 82,098.33- | 799.17- |

Report Criteria:

- Actual Amounts
- All Accounts
- Summarize Payroll Detail
- Print Period Totals
- Print Grand Totals
- Include All Comments
- Page and Total by FUND
- All Segments Tested for Total Breaks

[Report].Account Number = "110056711310000";"110041210000000"

Draft  
2022  
2021 Room Tax Report

Due May 1st.

Form  
SL-304

WI Dept  
of Revenue

**Municipality**

|                       |                                       |                 |                         |                         |
|-----------------------|---------------------------------------|-----------------|-------------------------|-------------------------|
| Co-muni code<br>23161 | Municipality<br>VILLAGE OF NEW GLARUS | County<br>GREEN | Due date<br>May 2, 2022 | Report type<br>ORIGINAL |
|-----------------------|---------------------------------------|-----------------|-------------------------|-------------------------|

**Section A: Room Tax Collection**

|  |         |                   |
|--|---------|-------------------|
| 1. Room tax collected in 2021                                    | 82,098. | <del>64,017</del> |
| 2. Room tax rate imposed as of December 31, 2021                 |         | 5.00 %            |
| 3. Did your municipality change your room tax rate during 2021?  |         | No                |
| 4. If yes above, provide your municipality's prior room tax rate |         | %                 |

**Section B: Room Tax Revenue Distributions**

|  |   |
|--|---|
| 1. During 2021, 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                          |   |
| <b>Tourism Entity or Commission</b>  | <b>Revenues Distributed to Entity or Commission</b> |
| 1. New Glarus Tourism Commission   | 81,299 <del>58,121</del>                            |

**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. New Glarus Tourism Commission |                  |  |
|----------------------------------|------------------|--|
| First Name                       | Last Name        | Related Business Entity                    |
| Eric Tori                        | Gebel Hutchinson | <del>Swiss Aire Motel</del> Hutch and Hide |
| Brianna                          | Lenzlinger       | Chalet Landhaus                            |
| Beth                             | Luchsinger       | None                                       |
| Roger                            | Truttmann        | None                                       |
| Brad                             | Beal             | None                                       |

# 2021 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) |
|---|-------------------------------------|------------------------------|------------------------|
| <del>02/17/2021</del> 2/16/22           | New Glarus Chamber of Commerce      | <del>\$6,842</del> 16000.71  |                        |
| <del>06/16/2021</del> 5/18/22<br>6/8/22 | New Glarus Chamber of Commerce<br>" | \$5,436 11,601.31<br>193.46  |                        |
| <del>08/18/2021</del> 8/17/22           | New Glarus Chamber of Commerce      | \$19,390 22775.37            |                        |
| <del>11/17/2021</del> 11/16/22          | New Glarus Chamber of Commerce      | <del>\$26,454</del> 30728.31 |                        |

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:<br>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 |    |

### Section F: Historical Room Taxes Retained

|  |    |
|--|----|
| 1. Did your municipality collect room tax on May 13, 1994 and retained more than 30 percent of the room tax collected for purposes other than tourism promotion and tourism development? | No |
| 2. Enter the room taxes retained by the municipality for the following years:  |    |
| a. 2010  |    |
| b. 2011  |    |
| c. 2012  |    |
| d. 2013  |    |
| e. 2014  |    |

**New Glarus Chamber of Commerce, Inc.**  
**Room Tax Income & Expense Summary 2021**  
January - December 2021

**Income**

|                   |           |
|-------------------|-----------|
| Room Tax Received | 58,120.40 |
|-------------------|-----------|

**Expenses**

|                                     |                     |
|-------------------------------------|---------------------|
| BBFT M&P                            | 62.03               |
| Oktoberfest M&P                     | 60.00               |
| Polkafest/BBC M&P                   | 67.20               |
| Room Tax Marketing                  | 34,424.91           |
| Fam Tours/Media Tours/Entertainment | 37.00               |
| Graphic Design                      | 4,003.84            |
| Photography                         | 1,175.00            |
| Visitor Guide Expense               | 14,704.26           |
| Visitor Guide Postage               | 2,856.81            |
| Circle WI Tradeshow Expenses        | 1,043.25            |
|                                     | <hr/>               |
|                                     | <b>\$ 58,434.30</b> |

See spreadsheet for details

See spreadsheet for details  
See spreadsheet for details

See spreadsheet for details

**New Glarus Chamber of Commerce, Inc.**  
**Room Tax Marketing Detail 2021**  
 January - December 2021

|                           | Date       | Name                          | Memo/Description   | Amount           |
|---------------------------|------------|-------------------------------|--|------------------|
| <b>Room Tax Received</b>  |            |                               |  |                  |
|                           | 02/26/2021 |                               | Q4 2020  | 6,842.41         |
|                           | 06/24/2021 |                               | Q1 2021  | 5,436.43         |
|                           | 08/20/2021 |                               | Q2 2021  | 19,390.32        |
|                           | 11/23/2021 |                               | Q3 2021  | 26,451.24        |
|                           |            |                               |  | <b>58,120.40</b> |
| <b>Room Tax Marketing</b> |            |                               |  |                  |
|                           | 01/07/2021 | Green County Tourism -        | Green Cty VG community page                                | -1,800.00        |
|                           | 01/08/2021 | Close Publications            | Bike WI Trails   | -700.00          |
|                           | 01/08/2021 | Madden Media                  | SEM Co-op w/Dept of Tourism                                | -218.00          |
|                           | 01/12/2021 | Visa                          | Entercom radio ads   | -130.00          |
|                           | 01/12/2021 | Visa                          | Facebook ads   | -64.16           |
|                           | 01/12/2021 | Visa                          | Entercom radio ads   | -1,525.00        |
|                           | 01/22/2021 | Northwest Quarterly Magazine  | Featured article   | -500.00          |
|                           | 01/29/2021 | Circle Wisconsin              | Membership and directory listing                           | -600.00          |
|                           | 02/12/2021 | Visa                          | Directory Associations - business prospect list            | -26.13           |
|                           | 02/12/2021 | Visa                          | Facebook ads   | -4.84            |
|                           | 03/11/2021 | Visa                          | Facebook - Warm up in NG ads                               | -43.71           |
|                           | 03/11/2021 | Madden Media                  |  | -218.00          |
|                           | 04/14/2021 | Visa                          | Facebook ads   | -53.53           |
|                           | 04/14/2021 | Visa                          | Entercom radio ads   | -65.00           |
|                           | 05/13/2021 | Visa                          | Facebook ads   | -45.27           |
|                           | 05/13/2021 | Ebel Entertainment            | Polkafest advertising                                      | -460.00          |
|                           | 05/21/2021 | Thyssen Printing Services Inc | Tear off map printing                                      | -674.88          |
|                           | 06/01/2021 | Unified Newspaper Group       | Daytripper guide   | -320.00          |
|                           | 06/01/2021 | Vector & Ink                  | See Wisconsin travel guide                                 | -1,200.00        |
|                           | 06/01/2021 | StatePoint Media, Inc         | Featured article newspaper placements                      | -521.25          |
|                           | 06/11/2021 | Visa                          | Facebook ads   | -77.49           |
|                           | 06/11/2021 | Visa                          | Econoprint - large downtown map                            | -93.24           |
|                           | 06/14/2021 | News Publishing Company       | Driftless Explorer   | -768.00          |
|                           | 07/09/2021 | Big Radio                     | Radio & digital  | -504.00          |
|                           | 07/09/2021 | Postal Connections            | map printing   | -490.20          |
|                           | 07/09/2021 | Morris Media of Monroe        | Shop Swiss ad  | -450.00          |
|                           | 07/13/2021 | Visa                          | Facebook ads   | -20.00           |
|                           | 07/15/2021 | Lions Club Of NG              | Lions BBQ tickets for radio giveaway                       | -72.00           |
|                           | 07/29/2021 | Think It Then Ink It          | Shop Small Crawl Incentive                                 | -439.77          |
|                           | 08/08/2021 | Northwest Quarterly Magazine  | NW Quarterly Magazine full page ad                         | -1,200.00        |
|                           | 08/09/2021 | Bekah Stauffacher .           | Facebook Ads   | -125.00          |
|                           | 08/20/2021 | StatePoint Media, Inc         | 2021 & 2022 Winter Getaway Articles & Newspaper placements | -1,390.00        |
|                           | 08/26/2021 | Big Radio                     | 175+1 Ads  | -500.00          |
|                           | 08/31/2021 | Green County Tourism -        | Co-op advertising  | -5,000.00        |
|                           | 09/08/2021 | Visa                          | Facebook ads   | -8.91            |
|                           | 10/04/2021 | Circle Wisconsin              | Membership & directory listing                             | -600.00          |
|                           | 10/04/2021 | Capital Newspapers            | WI State Journal ad  | -400.00          |
|                           | 10/04/2021 | Morris Media of Monroe        | Janesville & NE Illinois Oktoberfest advertising           | -505.00          |
|                           | 10/09/2021 | Visa                          | Facebook ads   | -70.26           |
|                           | 10/09/2021 | IHeartMedia                   | Radio & digital  | -1,769.00        |
|                           | 10/09/2021 | CTM Media Group               | VG placement in I-94 hotels                                | -400.00          |
|                           | 11/03/2021 | Econoprint                    | Holiday Calendar Brochures                                 | -435.08          |
|                           | 11/15/2021 | Postal Connections            | Cow Parade Map Printing                                    | -346.36          |
|                           | 11/15/2021 | Visa                          | Facebook ads   | -17.03           |

|            |                              |                            |                      |
|------------|------------------------------|----------------------------|----------------------|
| 11/15/2021 | Green County Tourism -       | 2021 Co-op Advertising     | -5,000.00            |
| 11/15/2021 | Visa                         | Facebook ads               | -48.80               |
| 12/03/2021 | Northwest Quarterly Magazine | Featured articles          | -1,200.00            |
| 12/13/2021 | Visa                         | Facebook ads               | -50.00               |
| 12/13/2021 | Green County Tourism -       | Green County Tourism Guide | -1,800.00            |
| 12/14/2021 | Northwood Map Publisher      | Northwoods Wisconsin Map   | -675.00              |
| 12/28/2021 | Close Publications           | Bike Wisconsin Trails      | -800.00              |
|            |                              |                            | <b>-\$ 34,424.91</b> |

**Fam Tours/Media  
Tours/Entertainment**

|            |      |  |                  |
|------------|------|--|------------------|
| 06/11/2021 | Visa | Puempels - Dept of Tourism travel writer   | -24.00           |
| 08/09/2021 | Visa | Puempel's beer flight for ABC7 media visit | -13.00           |
|            |      |  | <b>-\$ 37.00</b> |

**Trade Shows/Conference**

|            |                   |  |                    |
|------------|-------------------|--|--------------------|
| 1/27/2021  | Circle Wisconsin  | Circle WI Midwest Marketplace Registration | -495.00            |
| 4/30/2021  | Bekah Stauffacher | Circle WI mileage                          | -133.40            |
| 05/13/2021 | Visa              | Circle WI meal                             | -23.09             |
| 05/13/2021 | Visa              | Circle WI planner sell sheets              | -141.28            |
| 05/13/2021 | Visa              | Circle WI hotel                            | -250.48            |
|            |                   |  | <b>-\$1,043.25</b> |

**New Glarus Chamber of Commerce, Inc.**  
**Room Tax Income & Expenses Summary 2022**  
January - December 2022

**Income**

|                   |           |                             |
|-------------------|-----------|-----------------------------|
| Room Tax Received | 81,299.16 | See spreadsheet for details |
|-------------------|-----------|-----------------------------|

**Expenses**

|                                     |                  |                             |
|-------------------------------------|------------------|-----------------------------|
| Room Tax Marketing                  | 54,847.12        | See spreadsheet for details |
| Fam Tours/Media Tours/Entertainment | 83.03            | See spreadsheet for details |
| Graphic Design                      | 4,851.05         |                             |
| Photography                         | 600.00           |                             |
| Visitor Guide Expense               | 18,186.68        |                             |
| Visitor Guide Postage               | 4,958.02         |                             |
|                                     | <hr/>            |                             |
|                                     | <b>83,525.90</b> |                             |



**New Glarus Chamber of Commerce, Inc.**  
**Room Tax Marketing Detail 2022**  
January - December 2022

|                                  | <b>Date</b> | <b>Name</b>                  | <b>Memo/Description</b>                       | <b>Amount</b>    |
|----------------------------------|-------------|------------------------------|---|------------------|
| <b>Room Tax Income</b>           |             |                              |   |                  |
|                                  | 02/23/2022  | Deposit                      | 2021 Q4 room tax                              | 16,000.71        |
|                                  | 05/19/2022  | Deposit                      | 2022 Q1 payment                               | 11,601.31        |
|                                  | 06/17/2022  | Deposit                      | Q3 remainder                                  | 193.46           |
|                                  | 08/19/2022  | Deposit                      | 2022 Q2                                       | 22,775.37        |
|                                  | 11/23/2022  | Deposit                      | 2022 Q3                                       | 30,728.31        |
|                                  |             |                              |   | <b>81,299.16</b> |
| <b>Room Tax Marketing Detail</b> |             |                              |   |                  |
|                                  | 01/10/2022  | Premier Tourism Marketing    | Circle WI Tour Planner Guide                  | -2,275.00        |
|                                  | 01/14/2022  | Visa                         | Facebook ads                                  | -25.00           |
|                                  | 01/14/2022  | Postal Connections           | Posters                                       | -49.11           |
|                                  | 02/11/2022  | Capital Newspapers           | On the Road videos                            | -3,000.00        |
|                                  | 03/11/2022  | Visa                         | Audacy Radio Ads                              | -2,260.80        |
|                                  | 03/28/2022  | Sue Moen                     | 2022 Photo Use                                | -800.00          |
|                                  | 03/29/2022  | Ebel Entertainment           | It's Polka Time radio ads                     | -460.00          |
|                                  | 03/30/2022  | Madden Media                 | WI DoT Travel Guide                           | -2,770.00        |
|                                  | 04/08/2022  | Vector & Ink                 | See Wisconsin travel guide                    | -2,000.00        |
|                                  | 04/12/2022  | Visa                         | Audacy Radio Ads                              | -800.00          |
|                                  | 04/12/2022  | Visa                         | BuildaSign - directional signage              | -70.47           |
|                                  | 05/05/2022  | Thysse Printing Services Inc | Tear off map printing                         | -830.40          |
|                                  | 05/05/2022  | Synqronus Communications     | Video production                              | -9,000.00        |
|                                  | 05/10/2022  | Postal Connections           | Coach group planner sell sheets               | -501.12          |
|                                  | 05/10/2022  | Visa                         | Audacy - radio & digital ads                  | -800.00          |
|                                  | 05/10/2022  | Visa                         | Facebook ads                                  | -125.00          |
|                                  | 06/06/2022  | News Publishing Company      | Driftless Explorer                            | -768.00          |
|                                  | 06/09/2022  | Visa                         | Econoprint - downtown signage                 | -97.67           |
|                                  | 06/09/2022  | Visa                         | Econoprint - downtown signage                 | -79.84           |
|                                  | 06/09/2022  | Morris Media of Monroe       | The Source                                    | -225.00          |
|                                  | 06/09/2022  | Postal Connections           | Printing                                      | -259.66          |
|                                  | 07/08/2022  | Morris Media of Monroe       | SE Wisconsin newspaper ads                    | -465.00          |
|                                  | 07/11/2022  | Visa                         | Bailey's Run Vineyard - marketing video props | -48.11           |
|                                  | 07/11/2022  | Visa                         | Bailey's Run Vineyard - marketing video props | -25.32           |
|                                  | 07/11/2022  | Visa                         | Rusty Raven - marketing video                 | -21.10           |
|                                  | 07/11/2022  | Visa                         | Facebook ads                                  | -60.00           |
|                                  | 07/11/2022  | Visa                         | Google Ads                                    | -142.00          |
|                                  | 07/11/2022  | Visa                         | Swissland Minigolf - marketing video          | -25.00           |
|                                  | 07/15/2022  | Big Radio                    | Radio ads                                     | -668.00          |
|                                  | 07/15/2022  | IHeartMedia                  | Radio and digital ads                         | -106.00          |
|                                  | 07/28/2022  | Circle Wisconsin             | Circle WI membership & directory listing      | -600.00          |
|                                  | 08/05/2022  | Postal Connections           | Meeting planner sell sheets                   | -400.90          |
|                                  | 08/22/2022  | Visa                         | Kennedy's Ice Cream - video shoot             | -9.91            |
|                                  | 08/22/2022  | Visa                         | Google Ads                                    | -151.82          |
|                                  | 08/22/2022  | IHeartMedia                  | Radio ads                                     | -1,484.00        |
|                                  | 08/22/2022  | Synqronus Communications     | Video production                              | -9,000.00        |
|                                  | 08/22/2022  | Visa                         | Facebook ads                                  | -75.00           |
|                                  | 09/09/2022  | Visa                         | Google Ads                                    | -149.76          |
|                                  | 09/09/2022  | Visa                         | DNR Parks - campsite for video shoot          | -40.95           |
|                                  | 09/13/2022  | IHeartMedia                  | Radio ads                                     | -1,199.00        |

|            |                                 |  |                       |
|------------|---------------------------------|--|-----------------------|
| 09/13/2022 | IHeartMedia                     | Digital ads                                    | -231.00               |
| 09/13/2022 | Audacy Operations, Inc          | Radio ads                                      | -114.80               |
| 10/07/2022 | Hiebing                         | Travel WI Fall Sponsored Article & Photos      | -5,000.00             |
| 10/07/2022 | Capital Newspapers              | WI State Journal ad                            | -599.00               |
| 10/12/2022 | Visa                            | Google Ads                                     | -152.00               |
| 10/12/2022 | Visa                            | Facebook Ads                                   | -64.84                |
| 10/12/2022 | Visa                            | Audacy Radio Ads                               | -660.80               |
| 10/12/2022 | Visa                            | Google Ads                                     | -151.94               |
| 10/20/2022 | Northwood Map Publisher         | WI Travel Atlas 2023                           | -675.00               |
| 11/04/2022 | Bekah Stauffacher               | Food for Synqronus video shoot - Glarner Stube | -98.24                |
| 11/09/2022 | Postal Connections              | Printing                                       | -176.55               |
| 11/09/2022 | Audacy Operations, Inc          | Holiday radio ads                              | -2,154.80             |
| 11/09/2022 | Mount Horeb Chamber of Commerce | Sugar River Valley map development             | -500.00               |
| 11/15/2022 | Visa                            | FB ads   | -85.16                |
| 12/13/2022 | Visa                            | Google Ads                                     | -150.97               |
| 12/13/2022 | Postal Connections              | Printing                                       | -146.11               |
| 12/13/2022 | Visa                            | Facebook ads                                   | -30.66                |
| 12/21/2022 | Green County Tourism -          | Green Cty 2023 VG                              | -1,800.00             |
| 12/30/2022 | Visa                            | Google Ads                                     | -151.97               |
| 12/30/2022 | Visa                            | Facebook Ads                                   | -34.34                |
|            |                                 |  | <b>- \$ 54,847.12</b> |

**Fam Tours/Media  
Tours/Entertainment**

|            |                       |                           |               |
|------------|-----------------------|---------------------------|---------------|
| 06/22/2022 | Bailey's Run Vineyard | Destination Madison visit | <b>-83.03</b> |
|------------|-----------------------|---------------------------|---------------|