



## Q&A, The Details ~ MWINNS ~ Guest Paid Room Fee

### \$2/per room night ~ MWINNS Marketing Fee

1. This fee is NOT paid by the Innkeeper; this is paid by your guests.
2. The fee must be accurately disclosed, "MWINNS Marketing Fee", \$2/room night, in reservation systems. Contact your reservation companies /OTAs and they can assist with the easy addition of this "line item", just as you have done with other taxes and fees (e.g., room tax,)
3. Your guest invoice/receipt should look something like this:

|   |          |   |               |                     |  |
|---|----------|---|---------------|---------------------|--|
| <b>Bob's Beautiful B&amp;B</b><br>Bobby & Betty Budd<br>123 Main Street<br>Old Town, WI 54321 |          | <br><b>EXAMPLE</b> |               | <u>Room Invoice</u> |  |
| Betty's Suite   | \$100.00 | 2 nights  |               | \$200.00            |  |
| MWInns Marketing Fee  | \$2.00   | 2 nights  |               | \$4.00              |  |
| State Tax @ 5.5%  | \$5.61   | 2 nights  |               | \$11.22             |  |
|   |          |   | <b>TOTAL:</b> | <b>\$215.22</b>     |  |

4. This \$2 per rented room night fee with applicable taxes is charged to the customer. Meaning, it is paid by the guest, not the innkeeper. The member collects \$2 per room night, (line-item addition through your online reservation systems) and pays into the MWINN as a MWINNS Marketing Fee, monthly.
5. This fee with applicable taxes is charged to your customer and is being collected and charged by the Inn. Because the member then submits an amount equal to the fees to the MWINNS, then that would be considered a deductible expense for the member. Meaning— "a wash".
6. The \$2/room night assessment begins being collected by you, guest paid, upon joining the Association.
7. It will be paid into the MWINNS offices on monthly basis, utilizing the MWINNS Room Night Assessment Remittance Coupon (see below). It is simple. To determine your assessment obligation, multiply the number of room nights sold that month by \$2.

|  |                                       |
|--|---------------------------------------|
| <b>This form MUST be filled out and sent along with the check to the MWInns office.</b>  |                                       |
|   |                                       |
| <b>MWInns ROOM NIGHT ASSESSMENT<br/>REMITTANCE COUPON</b>  |                                       |
| REPORT FOR MONTH OF:<br><u>January 2024</u>  |                                       |
| Due: <b>By February 15, 2024</b>   |                                       |
| B&B Name: _____  |                                       |
| Choose One Payment Option Below:   |                                       |
| 1. Pay Online:<br><a href="https://mwinns.com/room-remittance-form/">https://mwinns.com/room-remittance-form/</a>  | Enter # of room nights* _____         |
| 2. Check - Make Checks Payable to: MWInns<br>Mail To: MWInns<br>206 Jefferson Street<br>Waupaca, WI 54981  | Multiply X \$2.00      \$ <u>2.00</u> |
|  | Total \$ Amt. Enclosed      \$ _____  |
| <small>*It is important to get an actual room night count for occupancy data, even if you are not submitting the \$2/room night fee to it. (e.g. You may not be charging the \$2 for Government Employees, but we need to have it added into the actual room night count.)</small> |                                       |
| <small>Record the total number of actual room nights on this line if different from what your number of room nights above states.</small> _____  |                                       |

8. You can pay by check or with credit card (online form - through PayPal - no PayPal account necessary-
9. Monthly assessments are due by the 15<sup>th</sup> of each following month. Assessments apply to ALL room nights sold regardless of where you think the sale originated. They apply to all rooms you sell. (New reservations).

10. You will utilize the MWINNS Room Night Assessment Remittance Coupons that can be sent to you each year. Let us know if the coupons are your preference, and we will send them out to you. For those that prefer to pay online, the form can be filled out on our MWInns.com website, at <https://mwinns.com/room-remittance-form/>. In that way, there is no need to mail in the paper coupon.
11. This information is only seen by the MWINNS office personnel and will be kept strictly confidential and not shared with anyone else, including the Board.
12. It is important to always submit your coupons or report your occupancy by month even if you are reporting zero room nights during a slow season. If this occurs, enter \$0.00 in the amount due.
13. This is an honor system. There is no audit or review. By reporting accurately, more working marketing dollars are given to the MWINNS and then back to the member inn.
14. With our MWINNS website, our plan is to maximize reach and potential. While most inns can't afford to use AdWords, the MWINNS will use the buying power to work to gain top positions in google searches for our member inns and associated pages. This is imperative in today's ever-changing world of Google and the OTA's.
15. Based on what is paid into the MWINNS, with the \$2 per rented room night fee, by a member Inn, each Inn will have an opportunity to get a "rebate" % back. It will be invested in YOU, toward your following year's dues, with the remainder going toward an AdWords campaign, B&B specific. The % back is based on your chosen Membership Tier:

% of \$ Paid In ~ Invested Back to You (Example Only-Membership Dues Structure-2024)

- Platinum Level =20%
- Gold Level=15%
- Silver Level=10%
- Bronze Level =5%

Lastly, there may be more questions. As you review this packet, if you find a question hasn't been addressed or you need clarification, you can email Kris Ullmer – Membership Recruitment Specialist, [krisullmer@gmail.com](mailto:krisullmer@gmail.com), Kerri Thiel – Executive Director, [kerri@mwinns.com](mailto:kerri@mwinns.com) or phone the offices at 715-942-8180.