



## Agenda Item Report

**Meeting Type:** Tourism Commission

**Meeting Date:** March 2, 2026

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**Item Title:** Discuss and possibly take action regarding the designation of a tourism entity

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

**Detailed Description of Subject Matter:**

Staff introduced information regarding Wisconsin's room tax law (Wis. Stats. 66.0615(1m)(b)) regarding the City contract with an organization to perform tourism functions. Two options are presented in the Statutes and discussion involved option b: contracting with a non-profit entity that would spend 100 percent of tourism funds received from the City on tourism activities. The organization would have to have existed prior to January 1, 2015. Staff was directed to gather more information about the Statutes and find examples of other communities handling of it.

At the direction of the Tourism Commission at the previous meeting, Staff have found that in the budget year 2015 – 2017, Wisconsin updated the room tax statutes to include the contracting of a tourism entity due to concerns of municipalities using room tax revenues for operational uses rather than the benefit of the lodging industry and has remained in effect since. Most municipalities follow the change and contract out either individually or as groups of communities. Staff has noted local, some similar sized, and other communities in handling the updated rules.

**List all Supporting Documentation Attached:**

- Tourism entity clarification and notes

**Action Requested of the Tourism Commission:**

Discussion, staff direction

**Strategic Plan Objective(s):**