

DIVISION 9. COLUMBUS TOURISM COMMITTEE

Sec. 2-379. Purpose.

The Columbus Tourism Commission is created and shall be responsible for developing ideas for promotion of the City of Columbus by creating marketing projects and a marketing plan for the greater Columbus area. The commission shall be responsible for developing rules and regulations for the evaluation of room tax applications and other funds designated by the city council for marketing of the city. The commission shall be responsible for coordinating tourism promotion and tourism development for the city. "Tourism promotion and tourism development" has the meaning as provided in section 2-382(b) of this chapter as amended from time to time.

(Ord. No. 711-14, § 1, 10-21-14; Ord. No. 726-15 , §§ 1, 2, 1-8-16)

Sec. 2-380. How constituted.

The Columbus Tourism Commission shall consist of the mayor, one representative from the common council, one representative from the Wisconsin hotel and motel industry that is currently doing business within the City of Columbus, and three citizen residents of the City of Columbus.

(Ord. No. 711-14, § 1, 10-21-14; Ord. No. 726-15 , §§ 1, 2, 1-8-16)

Sec. 2-381. Terms.

The mayor shall serve during the duration of his or her term. The council representative shall be appointed annually by the mayor and confirmed by the common council at its first meeting of May in each year. The mayor shall appoint the member of the commission that represents the hotel and motel industry, and the three citizen members. The member of the hotel/motel industry and the three citizen members shall be confirmed by a majority vote of the members of the common council who are present when the vote is taken. The member of the hotel and motel industry, and the citizen members shall each serve a one-year term, beginning on January 1 of each year, and each term shall be served at the pleasure of the mayor, and each may be appointed for successive one-year terms. The members of the commission shall meet regularly, and at its first meeting of each calendar year, shall elect a chairperson, vice chairperson and secretary.

(Ord. No. 711-14, § 1, 10-21-14; Ord. No. 726-15 , §§ 1, 2, 1-8-16)

Sec. 2-382. Duties.

- (a) The Columbus Tourism Commission is charged with creating a marketing plan for tourism promotion and development within the City of Columbus.
- (b) The commission shall allocate and disburse the room tax revenue that it receives from the city for tourism promotion and tourism development in the municipality. For purposes of this chapter, "tourism promotion and development" means any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment on which a room tax may be imposed, that are owned by different persons and located within the municipality in which a room tax is in

effect; or, if the city has only one such establishment, reasonably likely to generate paid overnight stays in that establishment:

- (1) Marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials or efforts to recruit conventions, sporting events or motor coach groups.
 - (2) Transient tourist informational services.
 - (3) Tangible municipal development, including a convention center.
- (c) The commission shall be responsible for receiving and reviewing applications requesting funds generated by the City of Columbus room tax. Any person or entity desiring room tax funds shall make application to the commission upon forms and procedures as established by the commission. Upon receiving an application, the commission shall review the application and determine if the application furthers the goal of tourism promotion and development within the city.
- (d) The commission shall report annually to the city the purposes for which the room tax revenues were spent.
- (e) The commission may not use any room tax revenue to construct or develop a lodging facility.
- (f) The commission shall report any delinquencies or inaccurate reporting to the city that is due the tax.
- (Ord. No. 711-14, § 1, 10-21-14; Ord. No. 726-15 , §§ 1, 2, 1-8-16)