



## Agenda Item Report

**Meeting Type: Tourism Commission**

**Meeting Date: February 2, 2026**

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**Item Title:** Discuss developing a plan to contract a designated local tourism entity per State Statutes

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

**Detailed Description of Subject Matter:**

According to WI State Statutes, 66.0615 (1m)(b), the municipality-created Tourism Commission shall contract with another organization to perform the functions of a tourism entity if no tourism entity exists in that municipality.

Two options exist for the City's Tourism Commission to contract with a potential tourism entity:

1. A nonprofit organization that spends at least 51 percent of its revenues on tourism promotion and tourism development and provides destination marketing staff and services for the tourism industry in a municipality.
2. A nonprofit organization that was incorporated before January 1, 2015, spends 100 percent of the room tax revenue it receives from a municipality on tourism promotion and tourism development, and provides destination marketing staff and services for the tourism industry in a municipality.

Contracting a tourism entity may not impact how the City's current mechanism for room tax is applied, nor negatively impact the Tourism Commission itself. Funds raised by the Room Tax would have 70% committed to tourism and continue to be overseen by the Tourism Commission. The Tourism Commission can then forward an amount to the contracted tourism entity to only be spent on tourism activities. The tourism entity would have to comprise its board as specified in WI State Statutes and report to the municipality.

Staff in conjunction with the Tourism Commission will need to develop a plan to implement in designating and contracting with a local organization as a tourism entity.

**List all Supporting Documentation Attached:**

- Wisconsin State Statutes 66.0615, Room Tax

**Action Requested of the Tourism Commission:**

Discuss planning for contracting with a designated tourism entity and give staff direction for that plan

**Strategic Plan Objective:** None