



# City of Jackson

**TO:** Mayor and Board of Aldermen

**FROM:** Matt Winters, City Administrator

**DATE:** 04/03/2026

**RE:** Tourism Tax

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In partnership with the Jackson Area Chamber of Commerce, we are requesting the Board of Aldermen consider placing a tourism/transient tax initiative on the August 4, 2026 ballot. The tax would be paid on all sleeping rooms paid for by transient guests of hotels and motels located within the city limits. The request would be to ask the voters to approve a 5% transient tax that would fund tourism promotion and operation of a visitor center.