

CITY OF RICHLAND CENTER - AGENDA ITEM DATA SHEET

Agenda Item: Tourism Services Agreement

Meeting Date: Council on 4/21/2026

Requested by: Ashley Oliphant, City Administrator

Background: Wisconsin Stat. § 66.0615 requires municipalities to forward at least 70% of room tax revenues to a qualified tourism entity for tourism promotion and development. The Greater Richland Tourism Corporation ("GRTC") is a newly organized Wisconsin nonprofit that meets those qualifications and will serve as the City's designated tourism entity.

The proposed two-year Tourism Services Agreement establishes the terms for forwarding room tax revenues to GRTC, along with performance standards and accountability measures. The City will also make the Visitor Center/Railroad Depot at 397 W. Seminary Street available to GRTC at no rental cost; GRTC is responsible for utilities.

Key Agreement Terms:

Term	Detail
Initial Term	Two (2) years, effective May 1, 2026; auto-renews in one-year increments
Room Tax Forwarding	70% of quarterly collections, paid within 45 days of quarter-end
Required Events	Dairy Days & Rodeo Parade; Canyon of Lights Parade
Reporting — Quarterly	Written report to City Clerk within 30 days of each quarter-end
Reporting — Annual	Comprehensive Annual Report by Mar 31; in-person Council presentation by Jul 30
Marketing Plan	Preliminary plan by September 1; final plan by November 1 of each year
Insurance	\$1M/\$2M general liability; statutory workers' comp; City named as add'l insured
Audit Rights	City may audit GRTC financial records with 10-business-day advance written notice
Termination	30-day written notice with opportunity to cure; 90-day written notice by either party

Department Recommendation: To execute the Tourism Services Agreement as presented.

Financial Impact: No change in cost to the City. 70% of total room tax collected will now be forwarded to GRTC rather than to the City's Tourism Commission. The City will make the Visitor Center/Railroad Depot (397 W. Seminary St.) available to GRTC at no rental cost; GRTC is responsible for utilities.

Funding Source: 70% of room tax revenues collected each quarter will be forwarded to GRTC within 45 days following quarter-end. No general fund appropriation is required to execute this Agreement.

Suggested Action:

FINANCE: Motion to recommend Council approval of the Tourism Services Agreement between the City of Richland Center and the Greater Richland Tourism Corporation, effective May 1, 2026, and to authorize the execution of the Agreement.

COUNCIL: Motion to approve the Tourism Services Agreement between the City of Richland Center and the Greater Richland Tourism Corporation, effective May 1, 2026, and to authorize the execution of the Agreement.

Attachments: Tourism Services Agreement