

ROOM TAX COMMISSION RESOLUTION

WHEREAS, the City of La Crosse is required to distribute the room tax it collects to the City of La Crosse Room Tax Commission in accordance with Wis. Stat. § 66.0615; and

WHEREAS, Wis. Stat. § 66.0615 requires the Room Tax Commission to use the room tax monies it receives from the City of La Crosse for tourism promotion and tourism development; and

WHEREAS, “tourism promotion and tourism development” is defined under Wis. Stat. § 66.0615(1)(fm) and generally summarized as any of the following, if significantly used by transient tourists and reasonably likely to generate paid overnight stays in multiple establishments within a municipality: (1) marketing projects, including advertising media buys, efforts to recruit conventions, sporting events, or motor coach groups, among other things; (2) transient tourist informational services; and (3) tangible municipal development, including a convention center.

NOW THEREFORE BE IT RESOLVED by the City of La Crosse Room Tax Commission that in calendar years 2016 and 2017 room tax monies received from the City of La Crosse shall be used for the following tourism promotion and tourism development:

City of La Crosse – tangible municipal development, and debt service, staff and services to support tourism promotion & tourism development	23.75%
La Crosse County Convention & Visitors Bureau	41.25%
La Crosse Center marketing, advertising and debt service, tangible municipal development	35.0%

BE IT FURTHER RESOLVED that beginning with calendar year 2018 and beyond, room tax monies received from the City of La Crosse shall be used for the following tourism promotion and tourism development:

City of La Crosse – tangible municipal development, and debt service, staff and services to support tourism promotion & tourism development	30.0%
La Crosse County Convention & Visitors Bureau	35.0%
La Crosse Center marketing, advertising and debt service, tangible municipal development	35.0%