

Resolution allocating room tax.

RESOLUTION

WHEREAS, Wis. Stat. § 66.0615 authorizes the City of La Crosse to impose a room tax and further allows a municipality to retain a part of the room tax for its own use while the other part of the room tax must be used for tourism promotion and tourism development;

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 motorcoach groups, among other things; (2) transient tourist informational services; and (3) tangible municipal development, including a convention center;

WHEREAS, the City of La Crosse finds and determines that tangible municipal development and marketing projects are significant factors in tourism promotion and tourism development for the City of La Crosse and surrounding communities;

WHEREAS, the City of La Crosse finds and determines that the La Crosse Center meets the definition of "tourism entity" in accordance with Wis. Stat. § 66.0615(1)(f);

WHEREAS, the City of La Crosse finds and determines that the La Crosse Center and its activities are the most significant tourism promotion and tourism development for La Crosse in the past 30-40 years;

WHEREAS, the City of La Crosse has also been working with other surrounding municipalities to collaborate and create a regional convention and visitors' bureau;

WHEREAS, recent changes to Wis. Stat. § 66.0615 by the State of Wisconsin necessitate a review of City of La Crosse room tax allocations;


NOW THEREFORE BE IT RESOLVED by the City of La Crosse Common Council that the City of La Crosse shall retain the maximum amount of room tax collected by the City of La Crosse, as allowed by Wis. Stat. § 66.0615, and be allocated to its general fund;

BE IT FURTHER RESOLVED that the remainder of all room tax collected by the City of La Crosse shall be disbursed to the Room Tax Commission for its use in tourism promotion and tourism development as follows and as further determined by the Room Tax Commission:

- Tangible municipal development,
- Debt service of the La Crosse Center,
- Marketing projects of the La Crosse Center,
- Assistance to the La Crosse area regional convention and visitor bureau,
- Other tourism promotion and tourism development that may occur from time to time;

BE IT FURTHER RESOLVED that City staff is authorized to take action to fulfill this resolution.

I, Teri Lehrke, certify that this resolution was duly and officially adopted by the Common Council of the City of La Crosse on October 8, 2015.



Teri Lehrke, City Clerk
City of La Crosse, Wisconsin