

Resolution approving the use of Room Tax Funds to help offset the cost of the Oktoberfest Maple Leaf Parade.

RESOLUTION

WHEREAS, the La Crosse Oktoberfest has been a part of the City of La Crosse for over 50 years; and

WHEREAS, the Oktoberfest USA Festival puts the City of La Crosse on the map as one of America's premier festivals; and

WHEREAS, the Oktoberfest Maple Leaf Parade brings people to the City of La Crosse from across the entire country to stay at the City's hotels; and

WHEREAS, the hotels in this area are often booked a year in advance for the Oktoberfest Festival; and

WHEREAS, the City's hotels, restaurants, taverns, and stores make money from tourists that come here for the Oktoberfest Maple Leaf Parade and Oktoberfest Festival.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of La Crosse that it hereby approves using one percent (1%) of the Room Tax collected during the two (2) week period of the Oktoberfest Festival to help offset the cost of the Oktoberfest Maple Leaf Parade.

BE IT FURTHER RESOLVED that the two (2) week period stated above shall begin on the Wednesday before the Friday's opening of the Oktoberfest Festival.

BE IT FURTHER RESOLVED that the money collected shall be used to offset the expenses incurred for the Oktoberfest Parade.

BE IT FURTHER RESOLVED that the Finance Director is hereby authorized to effectuate this resolution.