

# FOX CITIES HOTEL ROOM TAX COMMISSION

## AGENDA

January 18, 2016

4:00 p.m. **\*\*NOTE TIME CHANGE\*\***

Fox Cities Convention and Visitors Bureau  
3433 West College Avenue, Appleton, Wisconsin

1. Call meeting to order
2. Roll call of membership
3. Status of Room Tax Membership Appointments & Introductions
4. Election of Chairperson, Vice Chair & Secretary
5. Report on Status of Room Tax Collections and Discussion of Room Tax Remittance Forms for the Municipalities and for the Hoteliers
  - Hotelier Transition Room Tax Remittance Form
  - Municipality Remittance Form for City of Menasha
  - Municipality Remittance Form
6. Discussion of 2015 Assembly Bill 655 (AB655)
7. Discussion and Review of By-Laws (Will be emailed next week)
8. Status of Exhibition Center Project
9. Adjournment

### Upcoming meeting dates –

April 18, 2016 at 3:00 p.m.

July 18, 2016 at 3:00 p.m.

October 17, 2016 at 3:00 p.m.

Any questions about items on this agenda are to be directed to Karen Harkness, 920/832-6468.  
REASONABLE ACCOMMODATIONS FOR PERSONS WITH DISABILITIES  
WILL BE MADE UPON REQUEST AND IF FEASIBLE.

## Fox Cities Hotel Room Tax Commission 2016 Appointments

Term Started	Term Expires	Commissioner	Represents	Address	Phone	Email
January 2016	1 year January 2017	Karen Harkness	City of Appleton	100 N. Appleton St. Appleton WI 54911	832-6408	<a href="mailto:karen.harkness@appleton.org">karen.harkness@appleton.org</a>
January 2016	1 year January 2017	Tony Saucerman	City of Appleton	100 N. Appleton St. Appleton WI 54911	832-6440	<a href="mailto:tony.saucerman@appleton.org">tony.saucerman@appleton.org</a>
January 2016	1 year January 2017	Jay Schumerth Radisson Paper Valley	City of Appleton	333 W. College Ave. Appleton WI 54911	733-8000 Ext. 1660	<a href="mailto:javs@radissonpapervalley.com">javs@radissonpapervalley.com</a>
January 2016	1 year January 2017	Bruce Sherman	Town of Grand Chute	1900 W. Grand Chute Blvd Grand Chute WI 54913	739-9323	<a href="mailto:bruce.sherman@grandchute.net">bruce.sherman@grandchute.net</a>
January 2016	1 year January 2017	Jim Pleuss	Town of Grand Chute	1900 W. Grand Chute Blvd Grand Chute WI 54913	731-8645	<a href="mailto:jim.pleuss@grandchute.net">jim.pleuss@grandchute.net</a>
January 2016	1 year January 2017	Jeff Nooyen	Town of Grand Chute	1900 W. Grand Chute Blvd Grand Chute WI 54913	738-7724	<a href="mailto:jeff.nooyen@grandchute.net">jeff.nooyen@grandchute.net</a>
January 2016	1 year January 2017	Mike Easker	City of Neenah	211 Walnut St. Neenah WI 54956	886-6140	<a href="mailto:measker@ci.neenah.wi.us">measker@ci.neenah.wi.us</a>
January 2016	1 year January 2017	Wayne Streck	City of Neenah	516 E. Forest Ave. Neenah WI 54956	920-252-0516	<a href="mailto:wcrestreck@gmail.com">wcrestreck@gmail.com</a>
January 2016	1 year January 2017	Adam Hammatt	Village of Kimberly	515 W. Kimberly Ave. Kimberly WI 54136	788-7500	<a href="mailto:ahammatt@vokimberly.org">ahammatt@vokimberly.org</a>
January 2016	1 year January 2017	Zach Zinsli Hilton Garden Inn	Village of Kimberly	720 Eisenhower Dr. Kimberly WI 54136	730-1900	
January 2016	1 year January 2017	Lee Meyerhoffer	City of Kaukauna	903 Shamrock Ct. Kaukauna WI 54130	920-360-0400 766-0195	
January 2016	1 year January 2017	Teri Matheny	Village of Little Chute	108 W. Main St. Little Chute WI 54140	920-423-3855	<a href="mailto:teri@littlechutewi.org">teri@littlechutewi.org</a>
January 2016	1 year January 2017	Thomas Wilde	Town of Neenah	163 Kuettel Ct. Neenah WI 54956		<a href="mailto:twilde@new.rr.com">twilde@new.rr.com</a>
January 2016	1 year January 2017	George Dearborn	Town of Menasha	2000 Municipal Dr. Neenah WI 54956	720-7104	<a href="mailto:gdearborn@town-menasha.com">gdearborn@town-menasha.com</a>
January 2016	1 year January 2017	Peggy Steeno	City of Menasha	140 Main St. Menasha WI 54952	967-3630	<a href="mailto:psteeno@ci.menasha.wi.us">psteeno@ci.menasha.wi.us</a>
January 2016	1 year January 2017	Bob Benz	Village of Sherwood	N7639 Lower Cliff Rd. Sherwood WI 54169	989-1760	<a href="mailto:bobmarbenz7@aol.com">bobmarbenz7@aol.com</a>
January 2016	1 year January 2017	Appt. by Chair	Lodging Association			
January 2016	1 year January 2017	Appt. by Chair	Lodging Association			

## ARA Exhibition Center Advisory Committee 2016 Appointments

Term Started	Term Expires	Committee Member	Represents	Address	Phone	Email
January 2016	2 years January 2018	To be appointed	City of Appleton			
January 2016	3 years (initial) January 2019	Chad Scott Holiday Inn	Town of Grand Chute	150 S. Nicolet Rd. Appleton WI 54914	850-6814	<a href="mailto:chadd_scott@yahoo.com">chadd_scott@yahoo.com</a>
January 2016	3 years (initial) January 2019	Dean Kaufert	City of Neenah	211 Walnut St. Neenah WI 54956	886-6104	<a href="mailto:dkaufert@ci.neenah.wi.us">dkaufert@ci.neenah.wi.us</a>
January 2016	3 years (initial) January 2019	Chuck Kuen	Village of Kimberly	132 S. Willow St. Kimberly WI 54136	716-4502	<a href="mailto:ckuen@valleymanagement.com">ckuen@valleymanagement.com</a>
January 2016	2 years January 2018	Lee Meyerhoffer	City of Kaukauna	903 Shamrock Ct. Kaukauna WI 54130	920-360-0400 766-0195	
January 2016	2 years January 2018	Mike Vanden Berg	Village of Little Chute	427 Sanitorium Rd. Kaukauna WI 54130	851-4983	<a href="mailto:presidentvandenberglittlechutewi.org">presidentvandenberglittlechutewi.org</a>
January 2016	3 years (initial) January 2019	Thomas Wilde	Town of Neenah	163 Kuetzel Ct. Neenah WI 54956		<a href="mailto:twilde@new.rr.com">twilde@new.rr.com</a>
January 2016	2 years January 2018	To be appointed	Town of Menasha			
January 2016	3 years (initial) January 2019	Chuck Gifford Comfort Suites	City of Menasha	1229 Beechwood La. Menasha WI 54952	730-3800	<a href="mailto:cgifford@wiscohoteles.com">cgifford@wiscohoteles.com</a>
January 2016	2 years January 2018	To be appointed	Village of Sherwood			
January 2016	3 years (initial) January 2019	Appt. by Chair	Hotelier			
January 2016	2 years January 2018	Appt. by Chair	Hotelier			
January 2016	3 years (initial) January 2019	Appt. by Chair	Community Member			
January 2016	2 years January 2018	Appt. by Chair	Community Member			
January 2016	2 years January 2018	Marissa Downs	ARA Member	6625 N. Smoketree Pass Appleton WI 54913	920-602-6679	<a href="mailto:downs@commonwealthco.net">downs@commonwealthco.net</a>
		Pam Seidl	FCCVB Executive Director	3433 W. College Ave. Appleton WI 54914	734-3358	<a href="mailto:pseidl@foxcities.org">pseidl@foxcities.org</a>
Non-voting Advisory member		Karen Harkness	Community/Econ Dev Director	100 N. Appleton St. Appleton WI 54911	832-6408	<a href="mailto:karen.harkness@appleton.org">karen.harkness@appleton.org</a>

HOTEL AND MOTEL TRANSIENT ROOM TAX  
 QUARTERLY RETURN  
 FIRST QUARTER 2016, TRANSITION QUARTER

From:

Quarter Ending:

For Room Revenue Received for 4th Quarter 2015 for 4th Quarter 2015 Room Nights			
ROOM TAX RECEIPTS FOR 2015 ROOM NIGHTS:			
	Allocation of Room Tax:	Multiply Taxable Room Receipts by the percentage below:	Amount of tax allocated to each use (multiply revenue by tax rate):
1	CVB Allocation	3%	\$0.00
2	PAC Allocation *	2%	\$0.00
3	Municipality Allocation (Insert Percent shown below for your municipality. ENTER NUMERIC VALUE ONLY.)**		\$0.00
4	<b>Total</b>		<b>\$0.00</b>
* If in the past you have remitted the PAC allocation directly to Associated Trust, please continue. If you have remitted PAC allocation to the municipality, please continue. <b>Remittance address (check and this form) for Associated:</b> Associated Trust Company, National Association Attn: Corporate Trust Operations PO Box 12800 Green Bay, WI 54307-2800			
** 1% - Grand Chute, Appleton, Little Chute, Town of Menasha 0 - Kaukauna, Kimberly, City of Neenah, Town of Neenah, Sherwood, City of Menasha			

For Room Revenue Received for 4th Quarter 2015 for 1st Quarter 2016 Room Nights			
ROOM TAX RECEIPTS FOR 2016 ROOM NIGHTS:			
	Allocation of Room Tax:	Multiply Taxable Room Receipts by the percentage below:	Amount of tax allocated to each use (multiply revenue by tax rate):
1	CVB Allocation	3%	\$0.00
2	PAC Allocation*	2%	\$0.00
3	Exhibition Center Allocation	3%	\$0.00
4	Municipality Allocation	1%	\$0.00
5	Tourism Facility Allocation	1%	\$0.00
6	<b>Total</b>		<b>\$0.00</b>
* If in the past you have remitted the PAC allocation directly to Associated Trust, please continue. If you have remitted PAC allocation to the municipality, please continue.			

HOTEL AND MOTEL TRANSIENT ROOM TAX  
QUARTERLY RETURN  
FIRST QUARTER 2016, TRANSITION QUARTER

For:   
Name of Establishment

Account:

At:   
  
  
Street Address of Business

Date Completed:

\*\*\*\*\*

Make checks payable to (Municipality Name):

Mail to:

In Person:

Persons failing to comply with the provisions of the enabling Municipality legislation will be subject to penalties as provided in the Municipality's Code of Ordinances.

I hereby certify that the information supplied hereon is true, accurate and complete.

\_\_\_\_\_  
Signature of Authorized Person

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title

\*\*\*\*\*

REASONABLE ACCOMMODATIONS FOR PERSONS WITH DISABILITIES  
WILL BE MADE UPON REQUEST AND IF FEASIBLE

HOTEL AND MOTEL TRANSIENT ROOM TAX  
QUARTERLY MUNICIPALITY REMITTANCE FORM

From:

Period:

For Room Revenue Received for 4th Quarter 2015 for 4th Quarter 2015 Room Nights			
ROOM TAX RECEIPTS FOR 2015 ROOM NIGHTS:			
	Allocation of Room Tax:	Multiply Taxable Room Receipts by the percentage below:	Amount of Tax Remitted:
1	CVB Allocation	3%	\$0.00
2	Less: Amount retained by Municipality	5% of the 3% allocated to CVB	\$0.00
3	Net CVB Allocation to be Remitted		\$0.00
4	PAC Allocation *	2%	\$0.00
5	Amount Remitted to Associated		\$0.00
6	Municipality Allocation (Insert Percent shown below for your municipality. ENTER NUMERIC VALUE ONLY.)**		\$0.00
7	Amount Retained by Municipality		\$0.00
* Please remit the PAC allocation to the City of Neenah.			
** 1% - Grand Chute, Appleton, Little Chute, Town of Menasha 0 - Kaukauna, Kimberly, City of Neenah, Town of Neenah, Sherwood, City of Menasha			

For Room Revenue Received for 4th Quarter 2015 for 1st Quarter 2016 Room Nights			
ROOM TAX RECEIPTS FOR 2016 ROOM NIGHTS:			
	Allocation of Room Tax:	Multiply Taxable Room Receipts by the percentage below:	Amount of tax Remitted:
1	CVB Allocation	3%	\$0.00
2	Less: Amount retained by Municipality	5% of the 3% allocated to CVB	\$0.00
3	Net CVB Allocation to be Remitted		\$0.00
4	Exhibition Center Allocation	3%	\$0.00
5	Tourism Facility Allocation	1%	\$0.00
6	Total Remitted to CVB		\$0.00
7	PAC Allocation*	2%	\$0.00
8	Amount Remitted to Associated		\$0.00
9	Municipality Allocation to be retained by municipality	1%	\$0.00
10	Municipality portion of CVB Allocation	5% of 3%	\$0.00
11	Amount Retained by Municipality		\$0.00

HOTEL AND MOTEL TRANSIENT ROOM TAX  
QUARTERLY MUNICIPALITY REMITTANCE FORM

* Please remit the PAC allocation to the City of Neenah.
In the event that a hotelier does not remit the full amount of tax required to be paid, first apply that hotelier's remitted revenue to the CVB allocation, then the PAC allocation, then the Exhibition Center allocation, then to the Municipality's allocation.

For:   
Municipality

Account:

At:   
  
  
Street Address of Business

Date Completed:

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**Make checks payable to the Fox Cities Convention & Visitors Bureau, Inc.**

Mail to:  
Fox Cities Convention & Visitors Bureau  
3433 W. College Avenue  
Appleton, WI 54914

\_\_\_\_\_  
Signature of Authorized Person

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title

\*\*\*\*\*

REASONABLE ACCOMMODATIONS FOR PERSONS WITH DISABILITIES  
WILL BE MADE UPON REQUEST AND IF FEASIBLE

HOTEL AND MOTEL TRANSIENT ROOM TAX  
QUARTERLY MUNICIPALITY REMITTANCE FORM

From: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Period: \_\_\_\_\_

For Room Revenue Received for 4th Quarter 2015 for 4th Quarter 2015 Room Nights			
ROOM TAX RECEIPTS FOR 2015 ROOM NIGHTS:			
	Allocation of Room Tax:	Multiply Taxable Room Receipts by the percentage below:	Amount of Tax Remitted:
1	CVB Allocation	3%	\$0.00
2	Less: Amount retained by Municipality	5% of the 3% allocated to CVB	\$0.00
3	Net CVB Allocation to be Remitted		\$0.00
4	PAC Allocation *	2%	\$0.00
5	Amount Remitted to Associated		\$0.00
6	Municipality Allocation (Insert Percent shown below for your municipality. ENTER NUMERIC VALUE ONLY.)**		\$0.00
7	Amount Retained by Municipality		\$0.00
<p>* If in the past you have remitted the PAC allocation directly to Associated Trust, please continue. If you have remitted PAC allocation to the municipality, please continue.  <b>Remittance address (check and this form) for Associated:</b>            Associated Trust Company, National Association            Attn: Corporate Trust Operations            PO Box 12800            Green Bay, WI 54307-2800</p>			
<p>**            1% - Grand Chute, Appleton, Little Chute, Town of Menasha            0 - Kaukauna, Kimberly, City of Neenah, Town of Neenah, Sherwood, City of Menasha</p>			

For Room Revenue Received for 4th Quarter 2015 for 1st Quarter 2016 Room Nights			
ROOM TAX RECEIPTS FOR 2016 ROOM NIGHTS:			
	Allocation of Room Tax:	Multiply Taxable Room Receipts by the percentage below:	Amount of tax Remitted:
1	CVB Allocation	3%	\$0.00
2	Less: Amount retained by Municipality	5% of the 3% allocated to CVB	\$0.00
3	Net CVB Allocation to be Remitted		\$0.00
4	Exhibition Center Allocation	3%	\$0.00
5	Tourism Facility Allocation	1%	\$0.00
6	Total Remitted to CVB		\$0.00



HOTEL AND MOTEL TRANSIENT ROOM TAX  
QUARTERLY MUNICIPALITY REMITTANCE FORM

7	PAC Allocation*	2%	\$0.00
8	Amount Remitted to Associated		\$0.00
9	Municipality Allocation to be retained by municipality	1%	\$0.00
10	Municipality portion of CVB Allocation	5% of 3%	\$0.00
11	Amount Retained by Municipality		\$0.00
<p>* If in the past you have remitted the PAC allocation directly to Associated Trust, please continue. If you have remitted PAC allocation to the municipality, please continue.</p>			
<p>In the event that a hotelier does not remit the full amount of tax required to be paid, first apply that hotelier's remitted revenue to the CVB allocation, then the PAC allocation, then the Exhibition Center allocation, then to the Municipality's allocation.</p>			

For:   
Municipality

Account:

At:   
Street Address of Business

Date Completed:

\*\*\*\*\*

**Make checks payable to the Fox Cities Convention & Visitors Bureau, Inc.**

Mail to:  
Fox Cities Convention & Visitors Bureau  
3433 W. College Avenue  
Appleton, WI 54914

\_\_\_\_\_  
Signature of Authorized Person

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title

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REASONABLE ACCOMMODATIONS FOR PERSONS WITH DISABILITIES  
WILL BE MADE UPON REQUEST AND IF FEASIBLE



State of Wisconsin  
2015 - 2016 LEGISLATURE

LRB-3692/1  
MES:jld

## 2015 ASSEMBLY BILL 655

January 7, 2016 – Introduced by Representatives SANFELIPPO, KUGLITSCH, ALLEN, BORN, DOYLE, HUTTON, KLEEFISCH, KOYENGA, KREMER, MURPHY and SPIROS, cosponsored by Senators LAZICH and CARPENTER. Referred to Committee on Tourism.

\*\*\*AUTHORS SUBJECT TO CHANGE\*\*\*

1     **AN ACT to amend** 66.0615 (1) (fm) (intro.) and 66.0615 (1m) (d) 2.; and **to create**  
2             66.0615 (1) (ap) and 66.0615 (4) (a) 4. of the statutes; **relating to:** changing the  
3             permitted uses of room tax revenues.

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### *Analysis by the Legislative Reference Bureau*

This bill changes the definition of “tourism promotion and tourism development” under the room tax to include within that definition economic development. The effect of this change is to authorize a municipality that imposes a room tax to spend any amount that must be spent on tourism promotion and development to be spent by the municipality on economic development. Amounts not spent by the municipality on economic development are forwarded to a commission or tourism entity to be spent on other aspects of tourism promotion and development.

Generally under current law, a municipality may retain a certain percentage of room tax revenues to be spent by the municipality for any public purpose, and the remainder of the revenue must be forwarded to a tourism commission, if the municipality has created one, or to a tourism entity, to be spent on tourism promotion and development. Current law defines “tourism promotion and tourism development” as expenditures by a commission or tourism entity on items including tourism marketing projects, tourist information services, and tangible municipal development that are significantly used by transient tourists and are likely to generate paid overnight stays at hotels and motels.

Generally, a municipality may retain approximately 30 percent of the room tax and must forward approximately 70 percent to a commission or tourism entity,

**ASSEMBLY BILL 655**

although that ratio will begin to change somewhat beginning in 2017 such that an increasing percentage of room tax revenue must be spent on tourism promotion and development.

Under this bill, out of the approximately 70 percent that must be spent on tourism promotion and development, a municipality may spend any amount of that revenue on economic development and amounts not spent for that purpose must be forwarded to a commission or tourism entity. The bill defines "economic development" as development designed to promote job growth or retention, expand the property tax base, or improve a municipality's overall economic vitality. Beginning in 2017, a municipality must certify each year to the Department of Revenue the amount of room tax revenues it spends on economic development.

For further information see the *local* fiscal estimate, which will be printed as an appendix to this bill.

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***The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:***

1           **SECTION 1.** 66.0615 (1) (ap) of the statutes is created to read:

2           66.0615 (1) (ap) "Economic development" means development that is designed  
3 to promote job growth or retention, expand the property tax base, or improve the  
4 overall economic vitality of a municipality.

5           **SECTION 2.** 66.0615 (1) (fm) (intro.) of the statutes, as affected by 2015  
6 Wisconsin Act 55, is amended to read:

7           66.0615 (1) (fm) (intro.) "Tourism promotion and tourism development" means  
8 economic development and any of the following that are significantly used by  
9 transient tourists and reasonably likely to generate paid overnight stays at more  
10 than one establishment on which a tax under sub. (1m) (a) may be imposed, that are  
11 owned by different persons and located within a municipality in which a tax under  
12 this section is in effect; or, if the municipality has only one such establishment,  
13 reasonably likely to generate paid overnight stays in that establishment:

14           **SECTION 3.** 66.0615 (1m) (d) 2. of the statutes, as affected by 2015 Wisconsin  
15 Act 55, is amended to read:

## ASSEMBLY BILL 655

1           66.0615 (1m) (d) 2. Subject to par. (dm), if a municipality collects a room tax  
2 on May 13, 1994, it may retain not more than the same percentage of the room tax  
3 that it retains on May 13, 1994. If a municipality that collects a room tax on May 1,  
4 1994, increases its room tax after May 1, 1994, the municipality may retain not more  
5 than the same percentage of the room tax that it retains on May 1, 1994, except that  
6 if the municipality is not exempt under par. (am) from the maximum tax that may  
7 be imposed under par. (a), the municipality shall spend at least 70% of the increased  
8 amount of room tax that it begins collecting after May 1, 1994, on tourism promotion  
9 and development. Any amount of room tax collected that must be spent on tourism  
10 promotion and tourism development shall either be forwarded to the commission for  
11 its municipality or zone if the municipality has created a commission, ~~or~~ forwarded  
12 to a tourism entity, or spent by the municipality on economic development. Amounts  
13 spent by a municipality for economic development may not be considered amounts  
14 retained by the municipality, as described in this subdivision and in par. (dm).

15           **SECTION 4.** 66.0615 (4) (a) 4. of the statutes is created to read:

16           66.0615 (4) (a) 4. A detailed accounting of the amounts of such revenue that  
17 were spent by the municipality for economic development.

18

(END)