

# AGENDA

## FOX CITIES AREA ROOM TAX COMMISSION

December 14, 2020

3:00 p.m.

Via Zoom Call: <https://zoom.us/j/94264565632>

1. Call to order	Mike Easker
2. Roll call of membership	Mike Easker
3. Approval of December September 21, 2020 Meeting Minutes	Mike Easker
4. Financial Report a. Status of Room Tax Collections b. Outstanding Room Taxes i. Funds outstanding due to Red Lion bankruptcy ii. City of Kaukauna funds	Pam Seidl/Kim Tisler  Tony Saucerman/Karen Harkness
5. Room Tax Funded Projects a. Town of Grand Chute: Champion Center Construction Contract Closure	Bob Buckingham
6. CVB Report	Pam Seidl
7. Unfinished Business a. Invitations for other municipalities to join the Tourism Zone b. Third Party rental options: i. STR Helper/Host Compliance have merged and then were purchased by Granicus.	Mike Easker
8. New Business	Mike Easker
9. Adjournment	Mike Easker

Upcoming meeting dates.

- March 15, 2021
- June 21, 2021

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

**FOX CITIES ROOM TAX COMMISSION  
MEETING MINUTES**

**DATE:** September 21, 2020

**TIME:** 3:00 p.m.

**PLACE:** Fox Cities CVB Board Room via Zoom call (due to COVID-19)

**PRESENT:** Thomas Wilde, Jim March, Bob Benz, Dani Block, Tony Saucerman, Dave Schowalter, Chuck Gifford, Lisa Remiker-DeWall, Cindy Evers, Deb Johnson, Mike Easker, George Dearborn, Karen Harkness, Jennifer Sassman, Will VanRossum, Jim Gunz, Brad Gehring

**ABSENT:** Barbara Rein

**STAFF:** Pam Seidl, Kim Tisler

**GUEST:** John Mehan, Baird

- I. **CALL TO ORDER:** Mr. Easker called the meeting to order at 3:00pm.
- II. **ROLL CALL of MEMBERSHIP:** Ms. Seidl made note of those in attendance.
- III. **MINUTES:** Minutes of the June 2020 were included in the September meeting packet. **Mr. Benz moved approval of the June minutes as presented. Second by Ms. Harkness. Motion carried.**
- IV. **FINANCIAL REPORT:** Ms. Seidl provided an overview of the August 2020 financial report, and gave an update on the status of 2nd quarter 2020 room tax collections. She noted that 2<sup>nd</sup> quarter collections were down 76% compared to the same quarter of 2019. A summary of 2020 collections was included in the September meeting packet. The City of Appleton and the City of Kaukauna have lodging properties with outstanding 2020 room tax. Efforts to collect the overdue tax continue. **Mr. Benz moved approval of the August financial report as presented. Second by Ms. Johnson. Motion carried.**
- V. **BOND FINANCING REPORT:** Mr. Mehan reassured Commission members that despite the current and projected reduction in room tax revenue in 2020 due to COVID-19, sufficient funds remain in both the Exhibition Center and Champion Center bond accounts to cover payments through February 2021. Room tax stabilization funds are in place for reserves should unforeseen circumstances after this date. Some national projections indicate a full recovery in the tourism industry may not be realized until 2024.

- VI. **CVB REPORT:** Ms. Seidl provided an update of the CVB's operations and revenue reforecast, along with an overview of the efforts being made to support the local tourism industry as the COVID-19 pandemic continues. The CVB continues to monitor revenue and expenses and adequate reserves remain in place. Large convention group business is all but gone in 2020, but sports business continues to hold. Sports-related bookings remain strong, while convention business isn't expected to see a full return until late 2021.
- VII. **UNFINISHED BUSINESS:** Process for other municipalities to join the Tourism Zone: Ms. Seidl conferred with Baird, Foley Lardner and shared email correspondence regarding the June 2020 meetings discussion on how municipalities currently not part of the Tourism Zone can be added. It was determined that the Fox Cities Room Tax Commission has the sole authority to accept area municipalities to join.
- VIII. **NEW BUSINESS:**
- a. Town of Clayton Room Tax Disbursement: The Fox Cities CVB and Fox Cities Areas Room Tax Commission each received a 2nd quarter 2020 room tax payment from the Town of Clayton. The amounts remitted were based on an old room tax ordinance, with the amount owed to the PAC at the time, being paid to the Commission. **Mr. Wilde moved to forward the PAC sum of \$741.33 to the CVB. Second by Mr. Dearborn. Motion carried.**
  - b. Ms. Seidl and Ms. Sassman will discuss a plan for clarifying what how AirBnB is managing area third party properties. Discussion as to the use of a third-party vendor that works to identify third party rental properties will be added to the December 2020 meeting agenda.
- IX. **ADJOURNMENT: Ms. Johnson moved for adjournment. Second by Mr. Benz. Motion carried.**

**Next Meeting: Monday, December 14, 2020 at 3 p.m.**

**Fox Cities Room Tax Commission  
Balance Sheet  
November 30, 2020**

	<b>Current Year</b>	<b>Prior Year</b>
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Cash</b>		
BLC Fox Cities Rm Tax Comm	23,133.50	23,133.50
Total Cash	23,133.50	23,133.50
Total Current Assets	23,133.50	23,133.50
<b>Other Assets</b>		
	0.00	0.00
Total Other Assets	0.00	0.00
<hr/>		
<b>TOTAL ASSETS</b>	<b>\$ 23,133.50</b>	<b>\$ 23,133.50</b>
 <b>LIABILITIES AND CAPITAL</b>		
<b>Current Liabilities</b>		
	\$ 0.00	\$ 0.00
Total Current Liabilities	0.00	0.00
<b>Long-term Liabilities</b>		
BLC Fox Cities Rm Tax Comm	23,133.50	23,133.50
Total Liabilities	23,133.50	23,133.50
<b>Capital</b>		
Net Income	0.00	0.00
<b>TOTAL LIABILITIES &amp; CAPITAL</b>	<b>\$ 23,133.50</b>	<b>\$ 23,133.50</b>

# **Fox Cities Room Tax Commission**

## **2020 Room Tax Receipts Reporting**











*2020 Municipal Room Tax Generated Summarized by Quarter*

<b>2020</b>	<b>1st Quarter</b>	<b>2nd Quarter</b>	<b>3rd Quarter</b>	<b>4th Quarter</b>	<b>Total</b>
<b>CVB allocation</b>	\$ 317,175.80	\$ 108,696.20	\$ 217,069.24		\$ 642,941.23
<b>Exhibition Center</b>					
<b>allocation</b>	\$ 333,869.26	\$ 114,417.05	\$ 228,493.93		\$ 676,780.25
<b>Sports Facilities</b>					
<b>allocation</b>	\$ 333,869.26	\$ 114,417.05	\$ 228,493.93		\$ 676,780.25
<b>Municipality</b>					
<b>allocation</b>	\$ 127,983.22	\$ 43,859.87	\$ 87,589.34		\$ 259,432.43
<b>Total</b>	<b>\$ 1,112,897.53</b>	<b>\$ 381,390.18</b>	<b>\$ 761,646.44</b>	<b>\$ -</b>	<b>\$ 2,255,934.15</b>

**Member Contributions**

	2016 per			
	#members	date paid	member fee	total
Appleton	3	10.24.16	\$ 300.00	\$ 900.00
Grand Chute	3	11.04.16	\$ 300.00	\$ 900.00
Kaukauna	1	02.28.17	\$ 300.00	\$ 300.00
Kimberly	2	10.17.16	\$ 300.00	\$ 600.00
Little Chute	1	10.25.16	\$ 300.00	\$ 300.00
City Menasha	1	10.24.16	\$ 300.00	\$ 300.00
Vlg Fox Crossing	1	10.31.16	\$ 300.00	\$ 300.00
City of Neenah	2	12.19.16	\$ 300.00	\$ 600.00
Town Neenah	1	11.02.16	\$ 300.00	\$ 300.00
Vlg Sherwood	1	10.31.16	\$ 300.00	\$ 300.00
				<b>\$ 4,800.00</b>

	2017 per			
	#members	date paid	member fee	total
Appleton	3	2.28.17	\$ 300.00	\$ 900.00
Grand Chute	3	3.06.17	\$ 300.00	\$ 900.00
Kaukauna	1	2.28.17	\$ 300.00	\$ 300.00
Kimberly	2	2.20.17	\$ 300.00	\$ 600.00
Little Chute	1	7.6.17	\$ 300.00	\$ 300.00
City Menasha	1	6.7.17	\$ 300.00	\$ 300.00
Vlg Fox Crossing	1	2.13.17	\$ 300.00	\$ 300.00
City of Neenah	2	6.7.17	\$ 300.00	\$ 600.00
Town Neenah	1	1.10.17	\$ 300.00	\$ 300.00
Vlg Sherwood	1	2.28.17	\$ 300.00	\$ 300.00
				<b>\$ 4,800.00</b>

**\$ 9,600.00**

Herrling Clark Law Invoice 33801-01M 3.24.17 **(2,079.00)**  
**\$ 7,521.00**

BLC Bank check payment transfer Balance Acct 1192928 at 12.21.17 **\$ (7,520.00)**  
**\$ 1.00**

Herrling Clark Law Invoice 44611-00M 12.21.17 **\$ 9,137.50**  
**\$ (7,520.00)**  
**\$ 1,617.50**

Herrling Clark Law Invoice 44611-00M 3.29.18 **\$ 250.00**  
**\$ 1,867.50 Balance due**

1stQ2018 PAC rm tax held by Assoc Trust Deposit\*\* 5.22.18 **\$ 25,000.00**  
Herrling Clark payment 5.30.18 **\$ (1,867.50)**  
**\$ 1.00** Previous account balance  
**\$ 23,133.50**

\*\* \$25,000 is Room Tax Commission allotment of post bond closing remainder of PAC room tax revenue May 22, 2018.

**Room Tax Generated Historical Summary**

	1st Quarter 2016	2nd Quarter 2016	3rd Quarter 2016	4th Quarter 2016	Total 2016	1st Quarter 2017	2nd Quarter 2017	3rd Quarter 2017	4th Quarter 2017	Total 2017
<b>Net CVB allocation</b>	\$ 326,922.01	\$ 393,617.24	\$ 520,032.13	\$ 407,835.22	\$ 1,648,406.60	\$ 312,557.31	\$ 401,474.39	\$ 513,386.33	\$ 377,824.44	\$ 1,605,242.47
<b>Exhibition Center allocation</b>	\$ 344,128.43	\$ 414,333.94	\$ 547,402.25	\$ 429,300.23	\$ 1,735,164.85	\$ 329,007.70	\$ 422,604.61	\$ 540,406.66	\$ 397,709.94	\$ 1,689,728.91
<b>Sports Facilities allocation</b>	\$ 114,709.49	\$ 138,111.31	\$ 182,467.42	\$ 143,100.08	\$ 578,388.30	\$ 109,669.23	\$ 140,868.20	\$ 180,135.55	\$ 132,569.98	\$ 563,242.96
<b>PAC allocation (remitted to Associated)</b>	\$ 229,418.95	\$ 276,222.62	\$ 364,934.83	\$ 286,200.15	\$ 1,156,776.55	\$ 219,338.47	\$ 281,736.41	\$ 360,271.11	\$ 265,139.96	\$ 1,126,485.95
<b>Total Amount retained by Municipality</b>	\$ 131,915.90	\$ 158,828.01	\$ 209,837.53	\$ 164,565.09	\$ 665,146.53	\$ 126,119.62	\$ 161,998.43	\$ 207,155.89	\$ 152,455.48	\$ 647,729.42
<b>Total</b>	\$ 1,147,094.78	\$ 1,381,113.12	\$ 1,824,674.16	\$ 1,431,000.77	\$ 5,783,882.83	\$ 1,096,692.33	\$ 1,408,682.04	\$ 1,801,355.54	\$ 1,325,699.80	\$ 5,632,429.71

**Note:** Funds reported on this summary page reflect amounts generated in each quarter regardless of when receipts were collected.

**Room Tax Generated Historical Summary**

1st Quarter 2018	2nd Quarter 2018	3rd Quarter 2018	4th Quarter 2018	Total 2018	1st Quarter 2019	2nd Quarter 2019	3rd Quarter 2019	4th Quarter 2019	Total 2019
\$ 347,378.36	\$ 423,004.62	\$ 550,355.53	\$ 391,875.50	\$ 1,712,614.01	\$ 343,192.10	\$ 444,343.97	\$ 628,072.58	\$ 424,873.12	\$ 1,840,481.77
\$ 365,682.68	\$ 445,268.03	\$ 579,321.61	\$ 412,500.53	\$ 1,802,772.85	\$ 361,254.84	\$ 467,730.50	\$ 661,129.03	\$ 447,234.86	\$ 1,937,349.23
\$ 121,887.14	\$ 445,268.03	\$ 579,321.61	\$ 412,500.53	\$ 1,558,977.31	\$ 361,254.84	\$ 467,730.50	\$ 661,129.03	\$ 447,234.86	\$ 1,937,349.23
\$ 243,774.29	\$ -	\$ -	\$ -	\$ 243,774.29	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 140,170.22	\$ 170,686.08	\$ 222,073.28	\$ 158,125.20	\$ 691,054.78	\$ 138,481.02	\$ 179,296.69	\$ 253,432.79	\$ 171,440.03	\$ 742,650.53
<b>\$ 1,218,892.69</b>	<b>\$ 1,484,226.76</b>	<b>\$ 1,931,072.03</b>	<b>\$ 1,375,001.76</b>	<b>\$ 6,009,193.24</b>	<b>\$ 1,204,182.80</b>	<b>\$ 1,559,101.66</b>	<b>\$ 2,203,763.43</b>	<b>\$ 1,490,782.87</b>	<b>\$ 6,457,830.76</b>

**Room Tax Generated Historical Summary**

1st Quarter 2020	2nd Quarter 2020	3rd Quarter 2020	4th Quarter 2020	Total 2020	Total 2016-2020 Collections
\$ 317,175.80	\$ 108,696.20	\$ 217,069.24		\$ 642,941.23	\$ 7,449,686.08
\$ 333,869.26	\$ 114,417.05	\$ 228,493.93		\$ 676,780.25	\$ 7,841,796.09
\$ 333,869.26	\$ 114,417.05	\$ 228,493.93		\$ 676,780.25	\$ 5,314,738.05
\$ -	\$ -	\$ -		\$ -	\$ 2,527,036.79
\$ 127,983.22	\$ 43,859.87	\$ 87,589.34		\$ 259,432.43	\$ 3,006,013.68
<b>\$ 1,112,897.53</b>	<b>\$ 381,390.18</b>	<b>\$ 761,646.44</b>	<b>\$ -</b>	<b>\$ 2,255,934.15</b>	<b>\$ 26,139,270.69</b>

**2020 Third Party Lodging Room Tax**

	1stQ2020	2ndQ2020	3rdQ2020	4thQ2020	Total 2020
<b>City Appleton 2020</b>					
Home Away	\$ 922.91	\$ -	\$ 2,088.41		\$ 3,011.32
Air B&B	\$ 15,573.31	\$ 8,185.37	\$ 19,663.58		\$ 43,422.26
<b>10% total collection</b>	<b>\$ 16,496.22</b>	<b>\$ 8,185.37</b>	<b>\$ 21,751.99</b>		<b>\$ 46,433.58</b>
Total Revenue by Quarter	\$ 164,962.20	\$ 81,853.70	\$ 217,519.90		\$ 464,335.80
<b>Town Grand Chute 2020</b>					
Air B&B	\$ 1,874.85	\$ 2,201.58	\$ 2,357.76		\$ 6,434.19
Home Away	\$ -	\$ -	\$ 158.80		\$ 158.80
<b>10% total collection</b>	<b>\$ 1,874.85</b>	<b>\$ 2,201.58</b>	<b>\$ 2,516.56</b>		<b>\$ 6,592.99</b>
Total Revenue by Quarter	\$ 18,748.50	\$ 22,015.80	\$ 25,165.60		\$ 65,929.90
<b>City of Neenah 2020</b>					
Air B&B	\$ 5,557.66	\$ -	\$ -		\$ 5,557.66
<b>10% total collection</b>	<b>\$ 5,557.66</b>	<b>\$ -</b>	<b>\$ -</b>		<b>\$ 5,557.66</b>
Total Revenue by Quarter	\$ 55,576.60	\$ -	\$ -		\$ 55,576.60
<b>City Kaukauna 2020</b>					
Air B&B	\$ 887.80	\$ 1,898.60	\$ 2,404.14		\$ 5,190.54
<b>10% total collection</b>	<b>\$ 887.80</b>	<b>\$ 1,898.60</b>	<b>\$ 2,404.14</b>		<b>\$ 5,190.54</b>
Total Revenue by Quarter	\$ 8,878.00	\$ 18,986.00	\$ 24,041.40		\$ 51,905.40
<b>Village Kimberly 2020</b>					
Air B&B	\$ 145.08	\$ 830.62	\$ 573.32		\$ 1,549.02
<b>10% total collection</b>	<b>\$ 145.08</b>	<b>\$ 830.62</b>	<b>\$ 573.32</b>		<b>\$ 1,549.02</b>
Total Revenue by Quarter	\$ 1,450.80	\$ 8,306.20	\$ 5,733.20		\$ 15,490.20
<b>Village Little Chute 2020</b>					
Air B&B	\$ 375.39	\$ 830.62	\$ 1,165.24		\$ 2,371.25
Home Away	\$ -	\$ 822.90	\$ 1,060.01		\$ 1,882.91
<b>10% total collection</b>	<b>\$ 375.39</b>	<b>\$ 1,653.52</b>	<b>\$ 2,225.25</b>		<b>\$ 4,254.16</b>
Total Revenue by Quarter	\$ 3,753.90	\$ 16,535.20	\$ 22,252.50		\$ 42,541.60
<b>Town Neenah 2020</b>					
Air B&B	\$ 1,318.00	\$ 1,506.98	\$ 1,028.66		\$ 3,853.64
Home Away	\$ 403.70	\$ -	\$ 2,838.20		\$ 3,241.90
1747 Cnty A	76.11	382.16	895.79		\$ 1,354.06
<b>10% total collection</b>	<b>\$ 1,797.81</b>	<b>\$ 1,889.14</b>	<b>\$ 4,762.65</b>		<b>\$ 8,449.60</b>
Total Revenue by Quarter	\$ 17,978.10	\$ 18,891.40	\$ 47,626.50		\$ 84,496.00
<b>Village Fox Crossing 2020</b>					
Home Away	\$ 150.41	\$ 175.10	\$ 2,077.98		\$ 2,403.49
<b>10% total collection</b>	<b>\$ 150.41</b>	<b>\$ 175.10</b>	<b>\$ 2,077.98</b>		<b>\$ 2,403.49</b>
Total Revenue by Quarter	\$ 1,504.10	\$ 1,751.00	\$ 20,779.80		\$ 24,034.90
<b>City Menasha 2020</b>					
Air BnB	\$ 1,310.50	\$ 2,503.36	\$ 1,919.22		\$ 5,733.08
Banti House	\$ -	\$ 300.99	\$ 589.64		\$ 890.63
Brighton Rd	\$ -	\$ 33.04	\$ 72.22		\$ 105.26
Giles House	\$ 85.54	\$ 285.18	\$ -		\$ 370.72
Lake House	\$ -	\$ 175.10	\$ 573.70		\$ 748.80
Home Away	\$ 150.40	\$ -	\$ -		\$ 150.40
<b>10% total collection</b>	<b>\$ 1,546.44</b>	<b>\$ 3,297.67</b>	<b>\$ 3,154.78</b>		<b>\$ 7,998.89</b>
Total Revenue by Quarter	\$ 15,464.40	\$ 32,976.70	\$ 31,547.80		\$ 79,988.90
<b>2020 Room Tax Receipts</b>	<b>\$ 288,316.60</b>	<b>\$ 201,316.00</b>	<b>\$ 394,666.70</b>		<b>\$ 884,299.30</b>
<b>2020 CVB Allocation</b>	<b>\$ 8,217.02</b>	<b>\$ 5,737.51</b>	<b>\$ 11,248.00</b>		<b>\$ 25,202.53</b>
<b>2020 Exhibition Cntr Allocation</b>	<b>\$ 8,649.50</b>	<b>\$ 6,039.48</b>	<b>\$ 11,840.00</b>		<b>\$ 26,528.98</b>
<b>2020 Sports Facilities Allocation</b>	<b>\$ 8,649.50</b>	<b>\$ 6,039.48</b>	<b>\$ 11,840.00</b>		<b>\$ 26,528.98</b>
<b>2020 Municipality Allocation</b>	<b>\$ 3,315.64</b>	<b>\$ 2,315.13</b>	<b>\$ 4,538.67</b>		<b>\$ 10,169.44</b>
<b>AirBnB</b>	<b>\$ 27,042.59</b>	<b>\$ 17,957.13</b>	<b>\$ 29,111.92</b>		<b>\$ 74,111.64</b>
<b>Banti House</b>	<b>\$ -</b>	<b>\$ 300.99</b>	<b>\$ 589.64</b>		<b>\$ 890.63</b>
<b>HomeAway</b>	<b>\$ 1,627.42</b>	<b>\$ 998.00</b>	<b>\$ 8,223.40</b>		<b>\$ 10,848.82</b>
<b>Giles House</b>	<b>\$ 85.54</b>	<b>\$ 285.18</b>	<b>\$ -</b>		<b>\$ 370.72</b>
<b>1764 Brighton Rd</b>	<b>\$ -</b>	<b>\$ 33.04</b>	<b>\$ 72.22</b>		<b>\$ 105.26</b>
<b>Lake House</b>	<b>\$ -</b>	<b>\$ 175.10</b>	<b>\$ 573.70</b>		<b>\$ 748.80</b>
<b>1747 Cnty A</b>	<b>76.11</b>	<b>382.16</b>	<b>895.79</b>		<b>\$ 1,354.06</b>
<b>Total</b>	<b>\$ 28,831.66</b>	<b>\$ 20,131.60</b>	<b>\$ 39,466.67</b>		<b>\$ 88,429.93</b>

December 1, 2020

As we head into the holiday season and look toward the end of 2020, I wanted to provide you an update on the status of the Fox Cities tourism industry. I encourage you to share this information with your municipal elected body and staff as you see appropriate.

First, some perspective: Visitor spending in the Fox Cities was more than half a billion dollars in 2019. Reaching \$511 million in direct visitor spending is a milestone for the Fox Cities. Visitor spending directly supported 5,850 jobs with resident income of \$114 million and visitor activity supports \$62 million in state and local governmental revenues.

I'm sure you are aware the Covid-19 pandemic has hit the tourism industry exceptionally hard, Tourism's economic losses in Wisconsin are significant, but inconsistent. The pandemic has created winners and losers in many areas, and tourism is no exception.

The Fox Cities, unfortunately, were one of the "losers." Our tourism economy is driven by large group meetings, conventions and sports tournaments. Even our leisure tourism is driven by large "mass gathering" type events and attractions: The Fox Cities Performing Arts Center, Mile of Music and Wisconsin Timber Rattlers baseball to name just a few. Coupled with a significant reduction in business travel, the Fox Cities saw a perfect storm of economic damage due to Covid-19.

As I write this letter, closures and cancellations in the Fox Cities due to the pandemic have resulted in:

- Nearly \$11 million in lost visitor spending for the Fox Cities since March 15th
- Cancellation of 176 conference and sporting events
- A 55% decline in local room taxes through the first three quarters of 2020
- Millions in lost room revenue for our 40+ lodging properties.

Tourism will take time to rebound; some industry experts estimate it will be 2024 before a full recovery happens in our industry. The return of business travel and the ability to hold large group events will be **critical** to our local recovery. The faster we can get these pieces of our tourism economy back, the faster our recovery will happen.

As you are likely aware, the Fox Cities Convention & Visitors Bureau is an economic development organization that strengthens the local economy by investing in and promoting our community. Our dedicated staff and board are committed to our mission and work hard every day to represent our 19-community region with professionalism and integrity.



The CVB is currently working to support local businesses and groups most impacted by the pandemic. We continue to reschedule convention and sports groups and fill the future pipeline to support a robust recovery.

Thank you for your on-going support of tourism in the Fox Cities. Please contact me with any questions regarding the CVB's work or the continuing impacts of COVID-19 on the Fox Cities tourism economy.

Best Regards,

Pam Seidl  
Executive Director  
Fox Cities Convention & Visitors Bureau