

# **Annual Report of the Fox Cities Area Room Tax Commission 2019**

The FOX CITIES AREA ROOM TAX COMMISSION has been created as a Commission under the provisions of Section 66.0615 of the Wisconsin Statutes, formed to coordinate tourism promotion and tourism development using tax revenues generated from the imposition of room taxes in the Fox Cities Tourism Zone pursuant to the Room Tax Act.

## **Meetings**

The Commission met three (3) times in its 2019/20 session which ran from June 2019 to May 2020. The March 2020 meeting was cancelled due to the Safer at Home orders issued by the state in response to the Covid-19 virus.

Meeting discussions included financial reports on room tax collections, overviews of state-mandated municipal reporting and status updates on room-tax funded bonds relating to the Fox Cities Exhibition Center and Community First Champion Center Fox Cities. The Commission also heard presentations relating to the collection of room tax from home owners who rent all or a portion of their homes to transient visitors.

Commissioners were appointed from the 10 municipalities comprising the Fox Cities Tourism Zone (see attached for listing).

At the September 2019 meeting of the Commission, officers were elected:

- Bruce Sherman – Chair
- Mike Easker – Vice-Chair
- George Dearborn – Secretary

## **Room Tax Expenditures**

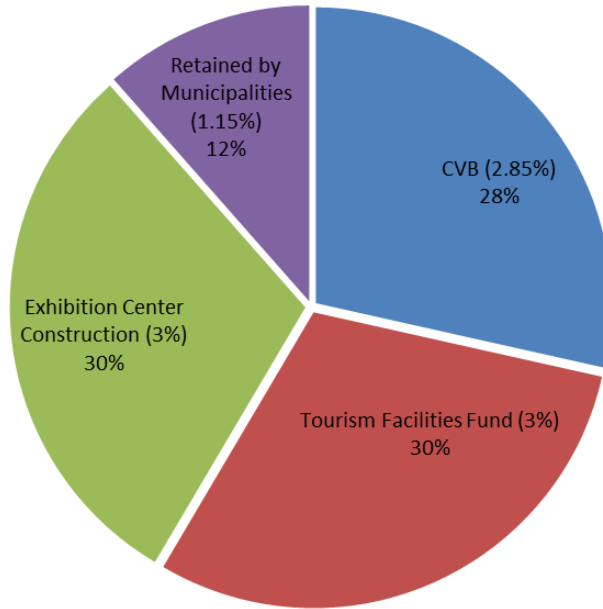
In June of 2018, the Commission, along with the 10 member municipalities, entered into a Fiscal Agency Agreement with Associated Trust to manage all room tax funds. Room Tax funds are now paid by the hotels directly to Associated Trust which then distributes all room tax funds to the appropriate place, including back to the municipalities.

The Fox Cities Convention & Visitors Bureau continues to provide the Commission, at no charge, the following administrative services: producing meeting agendas, minutes, summary financial reports and an annual report, along with communication to municipalities regarding their Commissioners.

**Allocation of Room Tax Funds**

The attached financial report shows actual tax collections and the allocations for fiscal 2019 (January to December). A graphic summary of room tax allocations is below:

**Fox Cities Room Tax Allocations**  
**Total Pie = 10% Tax**



■ CVB (2.85%) ■ Tourism Facilities Fund (3%) ■ Exhibition Center Construction (3%) ■ Retained by Municipalities (1.15%)