

Annual Report of the Fox Cities Area Room Tax Commission 2024

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 times in its 2024-2025 session which ran from June 2024 to May 2025. Meetings were held in September 2024 and March 2025. Meetings are generally held at the Fox Cities Convention & Visitors Bureau.

Meeting discussions included financial reports on room tax collections, status updates on room-tax funded bonds relating to the Fox Cities Exhibition Center and Community First Champion Center Fox Cities. The Commission also discussed third party rentals and room tax collections for this type of rental. Other discussions focused on a process for inviting other communities to join the Tourism Zone.

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

At the September 2024 meeting of the Commission, officers were elected:

- Vicky Rasmussen – Chair
- Brad Schmidt – 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 lodging properties directly to Associated Trust which then distributes all room tax funds to the appropriate entities, 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 2024 (January to December). A graphic summary of room tax allocations is below:

Fox Cities Room Tax Allocations

Total = 10% Tax

