

Resolution 2024-003 Bay Area Room Tax Commission

Pursuant to SS 66.0615 Wis. Stats., the Town of Lawrence enter into this agreement/contract for the purposes of coordinating tourism promotion and tourism development for a tourism zone.

Whereas, the Green Bay Area Room Tax Commission currently exists as a tourism zone and room tax commission including the municipalities of Green Bay, Ashwaubenon, Allouez, Bellevue, De Pere, Howard and Suamico.

Whereas, the Town of Lawrence wishes to create a tourism zone for surrounding Green Bay Area municipalities not currently participating in the existing Green Bay Area Room Tax Commission or Green Bay Area Room Tax Zone.

Whereas, Discover Green Bay is currently the approved Tourism Entity of the exiting Green Bay Area Room Tax Commission and Green Bay Area Room Tax Zone.

Whereas, the Town of Lawrence, upon creation of this tourism zone, will also approve Discover Green Bay as the approved Tourism Entity for the new Bay Area Room Tax Zone.

Whereas, the contracting municipalities desire to create a room tax commission consistent with state statutes.

Whereas, the contracting municipalities agree and acknowledge the geographic area encompassing the municipalities is a single destination of surrounding and participating Green Bay Area municipalities that are not currently under agreement with the Green Bay Area Room Tax Commission or existing Green Bay Area Room Tax Zone.

Whereas the state legislature has established statutory guidelines for the collection of room tax, the promotion of tourism, and the make-up of multiple jurisdiction room tax commissions which is set forth in SS 66.0615 Wis Stats.

Now therefore, for valuable consideration and mutual benefit, it is agreed by the contracting municipalities as follows:

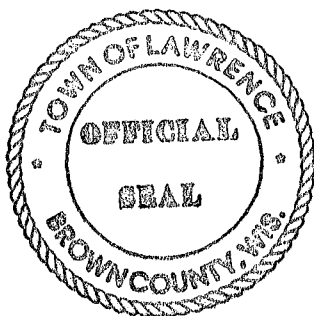
1. That the geographic area encompassing the contracting municipalities is a single destination, of surrounding Green Bay Area municipalities that are not part of the existing Green Bay Area Room Tax Commission or Green Bay Area Room Tax Zone, as perceived by the traveling public, and therefore, a tourism zone, as that term is used in SS 66.0615 (1) (h), Wis. Stats.
2. That the Bay Area Room Tax Commission (the commission) is hereby established for the purpose of coordinating tourism promotion and tourism development for the Bay Area Tourism Zone (zone) under SS 66.0615, Wis. Stats.
3. That the Commission is established herein for the purposes of enforcing the collection of room tax, Budgeting for tourism services, contracting with the tourism entity under SS 66.0615 (1) (f), Wis. Stats., in order for the tourism entity to obtain staff, support services and assistance in developing and implementing programs to promote the Zone to visitors, and do all the things necessary as provided for by State Statute.
4. That the Commission shall appoint Discover Green Bay as the tourism entity upon creation of the Bay Area Room Tax Zone and Commission.

5. That the Commission shall have the following powers rights and duties:
 - a. Monitoring the collection of room taxes from each municipality within the zone that imposes as room tax
 - b. Contracting with a tourism entity qualified under SS66.0615 (1) (f) Wis. Stats., to provide staff support services, development, and promotional services for the purpose of promoting the zone to visitors
 - c. Appointing additional members to the commission according to state statute.
 - d. Approving the tourism entity's plans and programs, the means of implementing, and the program budget.
 - e. Meeting regularly to review room tax collections and expenditures of the tourism entity, approving said expenditures and marketing plans.
 - f. Reporting delinquencies or inadequate reporting to the municipality that is due the tax
 - g. Collecting delinquent room taxes
6. It is anticipated that additional municipalities may join this agreement in the future, and the membership composition below will be adjusted accordingly as outlined in SS 66.0615 Wis. Stats. Membership shall be formally recognized upon the principal elected official of the municipality presenting verification of municipal council/board action of approval of a room tax ordinance and approval of a resolution to join the commission, and a majority vote of the current members of the commission to approve acceptance.
7. Membership on the commission shall be consistent with SS 66.0615 Wis. Stats, with the composition of the commission made up of the following members as of the signing of this action, to be appointed by the principal elected official in the municipality and confirmed per statute of the commission chairman:
 - Town of Lawrence 1
 - Town of Scott 1
 - Village of Hobart 1
 - Village of Wrightstown 1
 - Wisconsin Hotel & Motel Industry 2(To be appointed by Commission Chairman)
8. The contracting municipalities shall enact such ordinances and resolutions necessary to satisfy this agreement and effect the contract with the commission provided for by SS 66.0615 Wis. Stats.
9. Each contracting municipality shall forward to the commission, for funding of tourism promotion or tourism development, an amount not less than the statutory amount required by SS 66.0615 Wis. Stats.
10. Any increase in the percentage of room tax put into effect during the life of this agreement will be remitted to the commission for tourism promotion and tourism development pursuant to requirements of SS 66.0615 Wis Stats.
11. Each contracting municipality, as a voting member of the Bay Area Room Tax Commission, shall vote to determine use and or payout of occupancy taxes collected, for the funding of tourism promotion and tourism development activities, less any administrative fee allowed to be retained by the municipality as per SS 66.0615 Wis Stats. This commission shall also vote to determine the percentage of funds allocated to the tourism entity, defined in this agreement as Discover Green Bay as per SS 66.0615 Wis. Stats.
12. In signing this agreement, representatives of the respective municipalities represent and warrant this contract has been approved by the legislative body of that municipality and that appropriate authority rests in the signatories on behalf of the respective municipalities

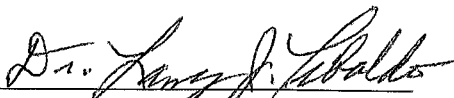

BE IT FURTHER RESOLVED that this Resolution is permanently entered in the record of the proceedings of the Town of Lawrence, Brown County.

Approved and adopted by the members of the Town Board of the Town of Lawrence, Brown County, State of Wisconsin this 26th day of February 2024.

Vote: 5- Aye
0-Nay



Attest:


Dr. Lanny Tibaldo, Chairman

Cindy Kocken, Clerk