CITY OF ONALASKA MEETING NOTICE

COMMITTEE/BOARD: **Room Tax Commission**

DATE OF MEETING: May 30, 2018 (Wednesday)

PLACE OF MEETING: City Hall - 415 Main Street (Room 112)

TIME OF MEETING: 4:00 P.M.

1. Call to Order/Roll Call
2. Public Input (Limited to 3 minutes per individual)
3. Approval of Minutes from the previous meeting

Consideration and possible action on the following items:

4. Election of:
   a. Chair
   b. Vice Chair
5. Elect member to Great River Landing Committee (meets on call the 2nd Thursday of the month at 5:15PM) as the Room Tax Representative
6. Financials :
   A. 2018 Financials
   B. Update regarding the WI-Department of Revenue form SL-304
7. La Crosse County Convention and Visitors Bureau-A.J. Frels
8. Discussion and possible action regarding the funding of waterfront projects
9. Set future meeting date: August 29, 2018.
10. Adjournment

PLEASE TAKE FURTHER NOTICE that members of the Common Council of the City of Onalaska who do not serve on the commission may attend this meeting to gather information about a subject over which they have decision making responsibility.

Therefore, further notice is hereby given that the above meeting may constitute a meeting of the Common Council and is hereby noticed as such, even though it is not contemplated that the Common Council will take any formal action at this meeting.

NOTICES MAILED TO:

Mayor Joe Chilsen	*Erik Sjolander	Baymont Inns & Suites
*Ald. Jim Binash-chair	*Shawn McAlister	Comfort Inn
Ald. Jim Olson	*Jason Lund	Hampton Inn
Ald. Jerry Every	*Deb Carlson	Holiday Inn Express
Ald. Diane Wulf		Lake Motel
Ald. Kim Smith		Lumber Baron Inn
Ald. Ron Gjertsen		MicroTel
City Attorney City Administrator	.	Onalaska Inn
La Crosse Tribune Dept Heads.		Shadow Run
Coulee Courier		Stoney Creek Inn
WKTY WLXR WKBT	Onalaska Omni Center	
WXOW WLAX FOX	Onalaska Public Library	

*Committee Members

Date Notices Mailed & Posted: 5-23-18

In compliance with the Americans with Disabilities Act of 1990, the City of Onalaska will provide reasonable accommodations to qualified individuals with a disability to ensure equal access to public meetings provided notification is given to the City Clerk within seventy-two (72) hours prior to the public meeting and that the requested accommodation does not create an undue hardship for the City.

RT-4A

Balance Sheet

City of Onalaska

Account Summary

As Of 05/15/2018

Fred 5-15-18

Account	Name	Balance	
Fund: 650 - TOURISM			
Assets			
650-11100	CASH	290,127.59	
650-11300	INVESTMENTS	256,609.52	
650-13100	OTHER ACCOUNTS RECEIVABLE	0.00	
650-13118	LOAN RECEIVABLE - L.C.C.V.B.	0.00	
650-13119	CITY LOAN REC	0.00	
650-13300	INTEREST RECEIVABLE	0.00	
650-14202	REIMBURSEMENT FROM STATE	0.00	
650-14211	DUE FROM CAPITAL PROJECTS	-0.49	
650-14216	DUE FROM DEBT SERVICE	0.00	
650-18100	LAND	0.00	
650-18150	CONSTRUCTION WORK IN PROGRESS	0.00	
650-18200	BUILDING	2,364,007.00	
650-18500	EQUIPMENT	0.00	
650-18502	OFFICE EQUIPMENT	3,411.20	
650-18503	TRANSPORTATION EQUIP	0.00	
650-18931	PROVISION FOR DEPRECIATION	-121,416.99	
650-18982	UNAMORTIZED PREMIUM ON DEBT	-25,962.65	
650-19000	WRS NET PENSION ASSET	0.00	
650-19200	DEF. OUTFLOW-WRS PENSION-CONTRIBU	5,804.00	
	Total Assets:	**2,772,579.18**	**2,772,579.18**
Liability			
650-21100	ACCOUNTS PAYABLE	0.00	
650-21110	AP PENDING (DUE TO POOL)	42.46	
650-21511	FICA W/H	0.00	
650-21512	FEDERAL W/H	0.00	
650-21513	STATE W/H - WI	0.00	
650-21515	FICA W/H - MEDICARE	0.00	
650-21520	RETIREMENT W/H	0.00	
650-21528	BC/BS HEALTH INS	0.00	
650-21529	HEALTH INS W/H (EMPL. HEAL. INS. CO.)	0.00	
650-21530	HEALTH INS	0.00	
650-21531	CANCER INS	0.00	
650-21533	HEALTH/DENTAL/LIFE INS PREMIUMS	0.00	
650-21534	MEDICAL & DEP CARE - SECT. 125	0.00	
650-21535	WI-RETIREMENT SYSTEM (P.T.EE)	0.00	
650-21540	UNITED WAY	0.00	
650-21560	COMMUNITY CREDIT UNION W/H	0.00	
650-21570	UNION DUES	0.00	
650-21571	LOCAL 150 UNION DUES W/H	0.00	
650-21572	1ST FINANCIAL SVGS.	0.00	
650-21573	DEFERRED COMPENSATION	0.00	
650-21581	SUPPORT PAYMENTS	0.00	
650-21700	ACCRUED WAGES	0.00	
650-21800	ACCUMULATED EMPLOYEE BENEFIT (VAC	1,540.61	
650-21820	ACCUMULATED EMPLOYEE BENEFIT (SICK	11,585.15	
650-22400	ACCRUED INTEREST	17,719.44	
650-22900	CURRENT PORTION OF LONG-TERM DEBT	98,625.00	
650-23900	WRS PENSION LIAB.	643.00	
650-25200	DEFERRED INFLOW-WRS PENSION	2,691.00	
650-27100	ADVANCE FROM MUNICIPALITY	1,875,000.00	

Account	Name	Balance
650-29200	LONG TERM OBLIGATIONS	37,023.00
	Total Liability:	**2,044,869.66**

Equity

650-32000	INVESTMENT IN CAPITAL ASSETS	0.00
650-34100	FUND BALANCE	698,095.04
650-34147	BUILDING RESERVE	0.00
650-34153	TOURISM VEHICLE	0.00
650-34155	SESQUICENTENIAL	7,756.60
650-34158	DESIGNATED - UW-L STADIUM	0.00
650-34159	FUND BALANCE - ALL CLASS RE-UNION	0.00
650-34300	RESTRICTED FOR WRS PENSION	2,470.00
	Total Beginning Equity:	**708,321.64**
Total Revenue		150,005.23
Total Expense		130,617.35
Revenues Over/Under Expenses		**19,387.88**
	Total Equity and Current Surplus (Deficit):	**727,709.52**

Total Liabilities, Equity and Current Surplus (Deficit): 2,772,579.18

City of Onalaska

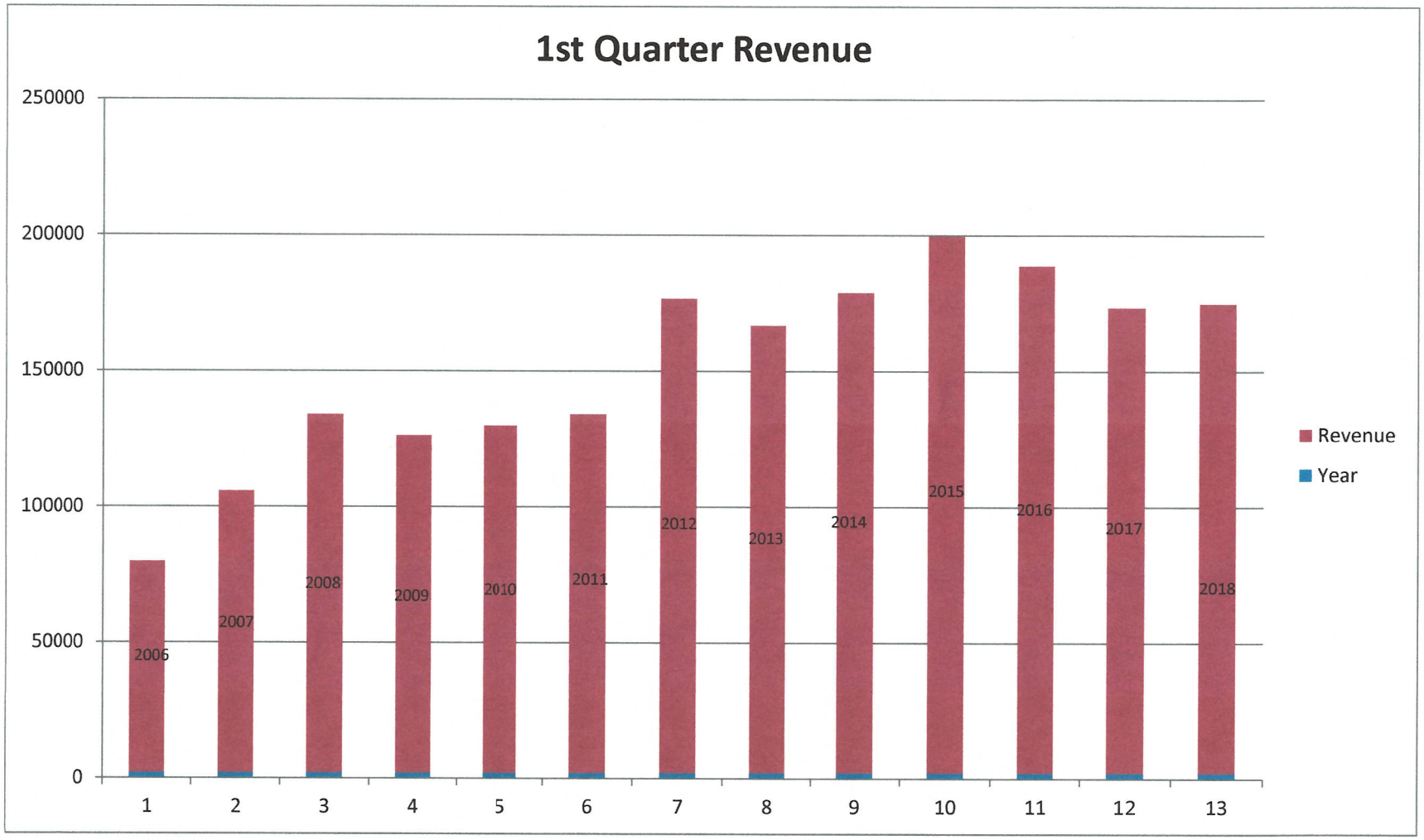
Budget Report
Account Summary
For Fiscal: 2018 Period Ending: 05/31/2018

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 650 - TOURISM							
Revenue							
650-00000-41210	ROOM TAX REVENUE	722,675.00	722,675.00	10,268.64	148,080.03 ok	-574,594.97	79.51 %
650-00000-46740	VENDING MACHINE REVENUE	120.00	120.00	0.00	21.55	-98.45	82.04 %
650-00000-46743	BIKE PASSES	10,000.00	10,000.00	192.50	633.50	-9,366.50	93.67 %
650-00000-46750	LAPEL PIN INCOME	0.00	0.00	0.00	0.00	0.00	0.00 %
650-00000-46753	ADVERT INCOME	0.00	0.00	0.00	0.00	0.00	0.00 %
650-00000-46762	SESQ REVENUE	0.00	0.00	0.00	0.00	0.00	0.00 %
650-00000-46764	TOURISM - ADMISSION SALES	0.00	0.00	0.00	0.00	0.00	0.00 %
650-00000-47000	CONTRIBUTION FROM D.N.R.	0.00	0.00	0.00	0.00	0.00	0.00 %
650-00000-48000	MISCELLANEOUS INCOME	60.00	60.00	0.00	0.00	-60.00	100.00 %
650-00000-48004	TOURISM - OABA POSTAGE	0.00	0.00	0.00	0.00	0.00	0.00 %
650-00000-48100	INTEREST INCOME	1,500.00	1,500.00	0.00	1,270.15	-229.85	15.32 %
650-00000-48202	RENT/SUPPORT PAYMENT	0.00	0.00	0.00	0.00	0.00	0.00 %
650-00000-48407	TOURISM INSURANCE REIMB	0.00	0.00	0.00	0.00	0.00	0.00 %
650-00000-48509	DONATIONS - MEMBERSHIP AGREE	0.00	0.00	0.00	0.00	0.00	0.00 %
650-00000-48512	TOURISM GOLF OUTING	0.00	0.00	0.00	0.00	0.00	0.00 %
650-00000-48535	DONATIONS - TOURISM	0.00	0.00	0.00	0.00	0.00	0.00 %
650-00000-49131	RE-IMBURSEMENT FROM STATE	0.00	0.00	0.00	0.00	0.00	0.00 %
	Revenue Total:	**734,355.00**	**734,355.00**	**10,461.14**	**150,005.23**	**-584,349.77**	**79.57 %**
Expense							
650-51900-110	SALARIES - REGULAR	14,228.00	14,228.00	549.65	4,891.17	9,336.83	65.62 %
650-51900-120	WAGES - REGULAR	0.00	0.00	0.00	0.00	0.00	0.00 %
650-51900-121	OVERTIME - REGULAR	0.00	0.00	0.00	0.00	0.00	0.00 %
650-51900-124	WAGES - PERM PT	18,832.00	18,832.00	1,043.19	7,110.16	11,721.84	62.24 %
650-51900-125	OVERTIME - PERM PT	0.00	0.00	0.00	0.00	0.00	0.00 %
650-51900-126	WAGES - TEMP/SEAS	0.00	0.00	0.00	0.00	0.00	0.00 %
650-51900-127	OVERTIME - TEMP/SEAS	0.00	0.00	0.00	0.00	0.00	0.00 %
650-51900-150	FICA	2,529.00	2,529.00	118.62	904.01	1,624.99	64.25 %
650-51900-151	RETIREMENT (WRS)	2,175.00	2,175.00	105.18	790.20	1,384.80	63.67 %
650-51900-152	HEALTH INSURANCE	11,483.00	11,483.00	81.84	409.20	11,073.80	96.44 %
650-51900-153	DENTAL INSURANCE	149.00	149.00	7.17	35.85	113.15	75.94 %
650-51900-154	LIFE INSURANCE	21.00	21.00	1.05	4.96	16.04	76.38 %
650-51900-220	WATER/SEWER/STORM WATER	2,000.00	2,000.00	0.00	707.63	1,292.37	64.62 %
650-51900-221	ELECTRIC & GAS	4,000.00	4,000.00	0.00	1,914.56	2,085.44	52.14 %
650-51900-225	PHONE/INTERNET/CABLE	1,500.00	1,500.00	89.66	620.58	879.42	58.63 %
650-51900-240	SOFTWARE MAINTENANCE CONTR	400.00	400.00	0.00	374.00	26.00	6.50 %
650-51900-241	EQUIPMENT MAINTENANCE CONT	0.00	0.00	0.00	0.00	0.00	0.00 %
650-51900-243	LEASES	0.00	0.00	0.00	0.00	0.00	0.00 %
650-51900-244	WEBSITE	0.00	0.00	0.00	0.00	0.00	0.00 %
650-51900-290	OTHER CONTRACTUAL SERVICES	296,315.00	296,315.00	26,556.42	60,889.05 (1)	235,425.95	79.45 %
650-51900-291	TRANSCRIPTION CONTRACTUAL	200.00	200.00	0.00	103.22	96.78	48.39 %
650-51900-301	SALES TAX	10.00	10.00	1.19	1.19	8.81	88.10 %
650-51900-303	CDA MGMT - % TO CITY & OMNI	0.00	0.00	0.00	0.00	0.00	0.00 %
650-51900-310	OFFICE SUPPLIES	50.00	50.00	0.00	0.00	50.00	100.00 %
650-51900-311	POSTAGE	25.00	25.00	0.00	3.50	21.50	86.00 %
650-51900-312	COPY USAGE & PAPER	100.00	100.00	0.00	4.23	95.77	95.77 %
650-51900-320	SUBSCRIPTIONS & DUES	250.00	250.00	0.00	0.00	250.00	100.00 %
650-51900-323	GENERAL ADVERTISING	0.00	0.00	0.00	0.00	0.00	0.00 %
650-51900-324	RECRUITMENT	50.00	50.00	0.00	0.00	50.00	100.00 %
650-51900-330	SEMINARS, CONF & TRAVEL	0.00	0.00	0.00	0.00	0.00	0.00 %
650-51900-340	OPERATING SUPPLIES	1,340.00	1,340.00	344.31	549.95	790.05	58.96 %

(1) LCCVB Audit 60,529.05 360 - > 60,889.05

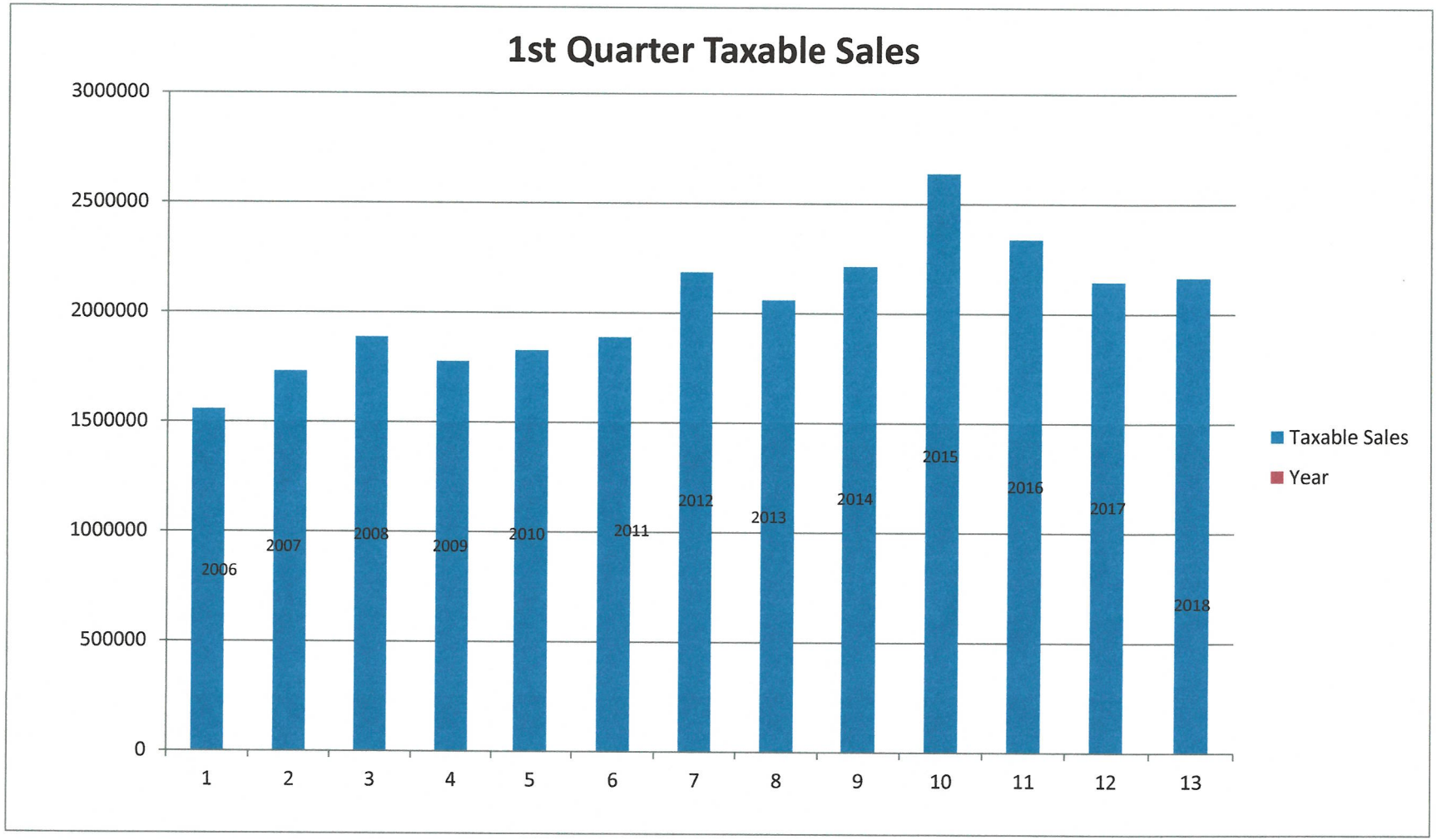
		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
650-51900-341	PRINTING & FORMS	0.00	0.00	0.00	0.00	0.00	0.00 %
650-51900-342	CLEANING & SANITARY SUPPLIES	1,200.00	1,200.00	0.00	0.00	1,200.00	100.00 %
650-51900-350	BLDG & GRDS MAINT & REPAIRS	50,500.00	50,500.00	25.92	2,255.92	48,244.08	95.53 %
650-51900-360	VEHICLE MAINT. & REPAIRS	100.00	100.00	0.00	0.00	100.00	100.00 %
650-51900-361	REGULAR FUEL	360.00	360.00	0.00	0.00	360.00	100.00 %
650-51900-396	GAIN/LOSS ON SALE OF FIXED ASSE	0.00	0.00	0.00	0.00	0.00	0.00 %
650-51900-510	INS - WORKERS COMP	250.00	250.00	0.00	47.49	202.51	81.00 %
650-51900-511	INS - FIRE, COMP/COLL, BOILER	300.00	300.00	0.00	300.00	0.00	0.00 %
650-51900-512	INS. - VEHICLES	50.00	50.00	0.00	0.00	50.00	100.00 %
650-51900-516	EMPLOYEE BENEFITS	0.00	0.00	0.00	0.00	0.00	0.00 %
650-51900-540	DEPR - GENERAL EQUIPMENT	0.00	0.00	0.00	0.00	0.00	0.00 %
650-51900-541	DEPR - VEHICLE	0.00	0.00	0.00	0.00	0.00	0.00 %
650-51900-620	INTEREST	46,916.00	46,916.00	0.00	23,457.96	23,458.04	50.00 %
650-51900-686	ALLOCATED - WRS	0.00	0.00	0.00	0.00	0.00	0.00 %
650-51900-690	OTHER DEBT SERVICE	326.00	326.00	0.00	0.00	326.00	100.00 %
650-51900-692	AMORTIZED BOND COSTS	0.00	0.00	0.00	0.00	0.00	0.00 %
650-51900-720	DONATIONS	0.00	0.00	0.00	0.00	0.00	0.00 %
650-51900-787	CAPITAL CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00 %
650-59200-590	TRANSFERS OUT	120,000.00	120,000.00	0.00	25,242.52 ②	94,757.48	78.96 %
	Expense Total:	**575,659.00**	**575,659.00**	**28,924.20**	**130,617.35**	**445,041.65**	**77.31 %**
	Fund: 650 - TOURISM Surplus (Deficit):	**158,696.00**	**158,696.00**	**-18,463.06**	**19,387.88**	**-139,308.12**	**87.78 %**
	Report Surplus (Deficit):	**158,696.00**	**158,696.00**	**-18,463.06**	**19,387.88**	**-139,308.12**	**87.78 %**

② Trxfer to OMNI 1st Q+R '18 = 21,617.52
1st Q+R Addit'l _____ = 3,625- } 25,242.52



Notes:

1. Ordinance 607-87 passed on December 8, 1987 at 5%. Started with 4 locations, currently have 10 locations.
2. Ordinance 1258-2006 passed on April 11, 2006 at 6%, effective July 1, 2006.
3. Ordinance 1322-2007 passed on December 11, 2007 at 7%, effective January 1, 2008.
4. Ordinance 1428-2011 passed on November 8, 2011 at 8%, effective January 1, 2012
5. Resolution 25-2014 passed on October 14, 2014 at 7.5%, effective January 1, 2015.
6. Ordinance 1521-2015 passed on November 9, 2015 at 8%, effective January 1, 2016



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City of Onalaska
Tourism Fund Information
1st Quarter Data

Year	Taxable Sales	Revenue
2006	$1,554,805.46	$77,740.26
2007	$1,729,376.48	$103,762.59
2008	$1,885,016.67	$131,951.18
2009	$1,774,685.74	$124,228.01
2010	$1,826,362.51	$127,845.38
2011	$1,886,050.41	$132,023.55
2012	$2,183,975.41	$174,718.03
2013	$2,059,278.39	$164,742.27
2014	$2,212,113.56	$176,969.08
2015	$2,636,614.81	$197,746.12
2016	$2,334,770.72	$186,781.66
2017	$2,142,820.44	$171,425.66
2018	$2,161,751.95	$172,940.14

Fred 5-14-18

Room Tax Allocation
Est. 2018
1st Qtr.

	Sales	Amount Received Room Tax - 5%	Received Room Tax - 6%	Amount Received Room Tax - 6.5%	Received Room Tax - 8%
Stoney Creek Inn	620,402.55	31,020.13	37,224.15	43,428.18	49,632.20
The Lumber Baron Inn - 1/4LY	0.00	0.00	0.00	0.00	0.00
Hampton Inn	653,082.68	32,654.13	39,184.96	45,715.79	52,246.61
Microtel Inn	128,670.78	6,433.54	7,720.25	9,006.95	10,293.66
Baymont Inn and Suites	133,990.24	6,699.51	8,039.41	9,379.32	10,719.22
Holiday Inn Express	416,315.38	20,815.77	24,978.92	29,142.08	33,305.23
Comfort Inn	187,805.96	9,390.30	11,268.36	13,146.42	15,024.48
Hock's Shadow Run Lodge - 1/4LY	9,055.52	452.78	543.33	633.89	724.44
Lake Motel - 1/4LY	7,132.92	356.65	427.98	499.30	570.63
Onalaska Inn	5,295.92	264.80	317.76	344.23	423.67
TOTALS	$ 2,161,751.95	$ 108,087.60	$ 129,705.12	$ 151,296.16	$ 172,940.14

ok

Sales Tax Due at 6%	$ 129,705.12
(Less) Sales at 5%	$ 108,087.60
Amount due to Omni Center	$ 21,617.52

Total Sales Tax Allocation	**Room Tax Rcvd**	**NonTour Rm Tx Rev**	**Min Tourism**	
Room tax % Prior to 1994 (5%)	$ 108,087.60	$ 5,404.38	$ 102,683.22	
Room tax % Post 1994 (C-F)@ 30%	$ 64,852.54	$ 19,455.76	$ 45,396.78	
Subtotal	$ 172,940.14	$ 24,860.14	$ 148,080.00	
				CODE #650
Less Contribution to Omni			$ 21,617.52	**Omni 650-41210** * ok
Total available to Tourism Fund			$ 126,462.48	**Tourism 650-41210**
			Total Tourism	$ 148,080.00
City portion of Non Rm Tx Rev Subtotal			$ 8,203.85	**City 100-41210** ok ok
Special Proj portion of Rm Tx Rev Subtotal			$ 16,656.30	**Spec Proj 204-41210** ok
Total			$ 24,860.14	
Check figure			$ 172,940.14	

L.C.C.V.B.-Contribution by Tourism

Gross Sales $10,550,000.00 Est. 2017 Budget

** 2.8% Contractual $295,400.00 **Tourism 650-51900-290**

0. *
2,161,751.95 ×
0.028 =
60,529.05 *

**

0. *
21,617.52 +
* Addit'l $ − 3,625.00 +
25,242.52 *

RT-4B

Form SL-304	Room Tax Report	2017 WI Dept of Revenue

Section D: Tourism Promotion/Development Expenditures

1. Of the room tax revenue forwarded for tourism promotion and tourism development, report all expenditures of $1,000 or more made by a tourism commission and tourism entity.

To report your expenditures, you must:

- Attach an expenditure report as a PDF, and/or
- Enter each expenditure below

Note: These expenditures are provided to your muicipality by a tourism entity and tourism commission.

Date	Recipient Name	Amount	Description (optional)

Attachments:

- Budget Report 2017 - Exhibit D.pdf
- Omni Wage Allocation - Exhibit B.pdf
- OMNI Room Tax Tracking 2017 - Exhibit C.pdf
- Monthly Hotel Summary - Exhibit E.pdf
- Room Tax Revenue Allocation 2017 - Exhibit A.pdf
- LCCVB Expenses 2017 - Exhibit F.pdf

Section E: 1994 Documentation	
1. Did your municipality collect room tax on May 13, 1994?	Y
2. You must attach (PDF files):	
Room tax ordinance in effect on May 13, 1994	
• Ord607_87.pdf	
Municipality's financial statement closest to May 13, 1994 showing the percentage of room tax revenues retained by the municipality for purposes other than tourism promotion and development	
• Budget Report - 1994 - Revised.pdf	

Form SL-304	Room Tax Report	2017 WI Dept of Revenue

Preparer/Contact Information

Preparer name	Preparer title	Preparer phone	Preparer email
Fred Buehler	Finance Director/Treasurer	(608) 781-9530	fbuehler@cityofonalaska.com

Contact Information

Contact name	Contact title	Contact phone	Contact email
Fred Buehler	Finance Director/Treasurer	(608) 781-9530	fbuehler@cityofonalaska.com

Comments

The Omni Center received $119,239.82 from room tax revenue in 2017. The Omni Center maintains a survey program for its tournaments and other events to determine the number of overnight rooms generated per event. The total number of room stays created by the Omni Center was 1,614 - Exhibit E. The room tax dollars received from various lodging facilities in hereto as Exhibit A. Exhibit B & C attached hereto represents a calculation reflecting the percentage of wages and benefits relating to creating overnight rooms during 2017 and a statement of the advertising related to creating overnight stays. In summary the Omni spent $164,954 to generate those overnight rooms. The expenditures related to the overnight stays were related to advertising and labor representing the events which generated the room stays. Exhibit D attached hereto represents the revenue and expenses within the Tourism budget for the year 2017. Exhibit F attached hereto represents the expenses from 2017 by the LaCrosse County Convention and Visitor Bureau.

Submission Information

You successfully submitted your report. Save and/or print a copy for your records.

Co-muni Code:	32265
Submission date:	04-30-2018 08:06 AM
Confirmation:	RT20170862A1524776254513
Submission type:	AMENDED

REVISED 4-30-18

Form SL-304

Room Tax Report

2017
WI Dept of Revenue

Municipality				
Co-muni code	Municipality	County	Due date	Report type
32265	CITY OF ONALASKA	LA CROSSE	May 1, 2018	AMENDED

Section A: Room Tax Collection	
1. Room tax collected in 2017	$837,919
2. Room tax rate imposed as of December 31, 2017	8.00 %
3. Did your municipality change your room tax rate during 2017 ?	N
4. If yes above, provide your municiplaity's prior room tax rate	%

Section B: Room Tax Revenue Distributions	
1.During 2017, did your municipality forward room tax revenues to a tourism entity or commission for tourism development?	Y
2. List each tourism entity and commission that received room tax revenues from your municipality.	
Tourism Entity or Commission	**Revenues Distributed to Entity or Commission**
1 LaCrosse County Convention and Visitors Bureau	$345,641

Section C: Tourism Entity/Commission Members

For each tourism entity and commission reported in Section B, you must provide member information including any related business entities.

- For a tourism commission - list each member
- For a tourism entity - list each member of its governing body
- Related business entity - includes a business the member owns, operates or is employed by. Select "None" to indicate the member has no related business entity.

1 LaCrosse County Convention and Visitors Bureau

First Name	Last Name	Related Business Entity
Val	Erickson	Hampton
Pete	Boese	Radisson Hotel
Chris	Roderique	Piggy's
Laurie	Pfaff	Hampton Inn Suites
Nancy	Proctor	Village of Holmen
Michael	Hesch	Mayo Health Clinic Systems
Pamela	Maas	Gundersen Health System
Deb	Carlson	LaCrosse Media Group
Dave	Ring	Kwik Trip, Inc.
Pat	Stephens	The Godfather
Ryan	Johnson	Old Crow/Howie's
Jim	Binash	City of Onalaska-Alderperson
Dan	Kapanke	Town of Campbell
Larry	Jensen	Festival Foods
Kelsen	Williams	Fayzes
Sean	Castady	The Charmant Hotel
Jake	Bowe	Culver's
Dan	Wick	City of Onalaska-Onalaska Park & Rec.

Form SL-304	Room Tax Report	2017 WI Dept of Revenue

First Name	Last Name	Related Business Entity
David	Marshall	City of LaCrosse - Alderperson

Total Tourism Impacts 2017

Wisconsin and Counties - Ranked

		Direct Visitor Spending			Total Business Sales			Employment			Total Labor Income		
		Millions		%	Millions		%	Total		%	Millions		%
	County	2016	2017	Change	2016	2017	Change	2016	2017	Change	2016	2017	Change
	Wisconsin	$12,310.7	$12,701.1	3.17%	$19,967.7	$20,607.4	3.20%	193,454	195,255	0.93%	$5,273.5	$5,368.1	1.79
1	Milwaukee County	$1,931.3	$1,990.7	3.07%	$3,441.1	$3,550.7	3.19%	31,891	32,141	0.78%	$1,104.7	$1,121.2	1.50
2	Dane County	$1,213.7	$1,246.8	2.73%	$2,074.2	$2,136.3	2.99%	21,653	21,918	1.22%	$634.9	$653.6	2.95
3	Sauk County	$1,048.0	$1,086.5	3.67%	$1,329.5	$1,377.5	3.61%	11,000	11,093	0.85%	$240.9	$240.9	0.00
4	Waukesha County	$743.7	$776.4	4.40%	$1,388.7	$1,442.0	3.84%	14,372	14,575	1.42%	$409.8	$420.7	2.66
5	Brown County	$638.0	$671.0	5.17%	$1,063.1	$1,110.2	4.42%	11,588	11,877	2.49%	$429.1	$447.5	4.31
6	Walworth County	$528.9	$544.2	2.88%	$708.2	$729.3	2.98%	6,935	6,938	0.04%	$178.8	$179.7	0.51
7	Door County	$347.8	$358.7	3.14%	$442.8	$456.9	3.18%	3,178	3,225	1.50%	$75.2	$78.5	4.37
8	Outagamie County	$338.8	$348.0	2.74%	$592.9	$610.6	2.98%	6,424	6,395	-0.45%	$166.7	$164.2	-1.53
9	La Crosse County	$248.1	$263.8	6.34%	$405.7	$426.5	5.13%	4,274	4,387	2.66%	$106.5	$109.6	2.97
10	Eau Claire County	$228.4	$257.0	12.53%	$371.0	$404.3	8.97%	4,299	4,578	6.49%	$102.4	$107.2	4.68
11	Rock County	$235.2	$244.7	4.05%	$384.2	$398.5	3.70%	4,052	4,146	2.31%	$96.0	$96.5	0.54
12	Winnebago County	$242.3	$240.7	-0.67%	$463.6	$469.4	1.25%	4,876	4,806	-1.43%	$133.9	$131.8	-1.63
13	Marathon County	$234.6	$237.9	1.40%	$409.5	$418.5	2.19%	4,141	4,110	-0.74%	$102.4	$103.9	1.39
14	Racine County	$229.3	$236.7	3.23%	$424.0	$437.7	3.21%	4,012	4,025	0.31%	$110.3	$112.1	1.62
15	Oneida County	$221.8	$229.8	3.64%	$294.3	$304.7	3.55%	2,173	2,208	1.61%	$50.4	$52.2	3.39
16	Sheboygan County	$223.2	$223.2	-0.02%	$372.5	$377.3	1.29%	3,511	3,500	-0.31%	$82.3	$83.7	1.75
17	Vilas County	$212.5	$219.3	3.18%	$273.9	$282.7	3.21%	1,941	1,961	1.05%	$42.2	$44.0	4.40
18	Kenosha County	$209.0	$213.6	2.19%	$344.6	$353.4	2.56%	3,248	3,286	1.17%	$83.4	$85.2	2.13
19	Adams County	$208.7	$196.7	-5.76%	$264.2	$254.1	-3.85%	2,300	2,121	-7.76%	$50.0	$47.9	-4.27
20	Marinette County	$153.1	$153.1	-0.02%	$216.5	$218.6	0.94%	1,591	1,558	-2.10%	$31.2	$31.8	1.83
21	Fond du Lac County	$141.1	$146.9	4.07%	$239.9	$248.8	3.70%	2,665	2,698	1.21%	$64.9	$65.2	0.51
22	Columbia County	$133.4	$133.5	0.05%	$192.3	$194.2	0.99%	1,894	1,926	1.69%	$41.6	$42.4	1.91
23	Portage County	$124.7	$128.1	2.76%	$219.2	$225.7	2.97%	2,215	2,234	0.83%	$47.8	$48.9	2.33
24	Washington County	$118.1	$119.8	1.46%	$235.9	$241.4	2.32%	2,397	2,414	0.70%	$60.5	$62.4	3.04
25	Manitowoc County	$112.1	$113.3	1.09%	$192.2	$196.0	1.98%	2,052	2,033	-0.91%	$46.6	$46.7	0.26
26	St. Croix County	$106.2	$110.6	4.11%	$176.1	$182.6	3.72%	1,909	1,954	2.37%	$43.8	$45.0	2.79
27	Barron County	$96.6	$102.5	6.13%	$146.4	$153.9	5.13%	1,433	1,470	2.56%	$34.2	$35.4	3.64
28	Chippewa County	$89.0	$98.4	10.55%	$142.7	$153.7	7.77%	1,377	1,459	5.89%	$33.7	$35.3	4.58
29	Ozaukee County	$97.4	$97.7	0.25%	$194.5	$197.8	1.69%	2,067	2,047	-0.96%	$58.5	$58.2	-0.56
30	Jefferson County	$94.2	$95.5	1.35%	$165.9	$169.5	2.14%	1,682	1,681	-0.06%	$41.1	$41.4	0.74
31	Douglas County	$90.2	$94.5	4.86%	$133.1	$138.8	4.31%	1,239	1,251	0.99%	$26.8	$27.6	3.18
32	Waupaca County	$89.2	$93.9	5.28%	$139.9	$146.2	4.52%	1,276	1,284	0.61%	$24.4	$24.7	1.21
33	Wood County	$91.4	$93.0	1.77%	$178.2	$182.5	2.40%	2,227	2,226	-0.05%	$63.4	$62.8	-1.06
34	Sawyer County	$88.3	$92.0	4.18%	$117.6	$122.2	3.95%	990	1,006	1.53%	$22.4	$22.8	1.99
35	Polk County	$83.6	$87.3	4.47%	$126.7	$131.8	4.02%	1,070	1,098	2.57%	$22.5	$22.9	1.86

Total Tourism Impacts 2017

Wisconsin and Counties - Ranked

		Direct Visitor Spending			Total Business Sales			Employment			Total Labor Income		
		Millions		%	Millions		%	Total		%	Millions		%
	County	2016	2017	Change	2016	2017	Change	2016	2017	Change	2016	2017	Chan
36	Oconto County	$83.9	$87.1	3.78%	$117.9	$122.2	3.58%	886	903	1.95%	$16.5	$16.5	0.1
37	Dodge County	$81.5	$80.7	-0.95%	$152.4	$153.9	0.96%	1,520	1,521	0.08%	$34.3	$34.1	-0.5
38	Monroe County	$76.9	$80.3	4.43%	$121.8	$126.6	3.97%	1,148	1,147	-0.11%	$25.5	$26.3	3.2
39	Waushara County	$72.6	$73.8	1.67%	$99.0	$101.0	2.06%	895	897	0.17%	$15.0	$14.7	-1.8
40	Juneau County	$71.1	$72.6	2.15%	$99.6	$102.0	2.44%	769	797	3.68%	$15.0	$15.5	3.4
41	Shawano County	$65.1	$67.1	3.03%	$97.8	$100.8	3.03%	904	929	2.66%	$19.4	$20.1	3.1
42	Lincoln County	$53.8	$54.9	1.99%	$85.4	$87.5	2.43%	701	708	0.93%	$15.3	$16.0	4.6
43	Langlade County	$46.5	$47.7	2.68%	$68.3	$70.3	2.83%	495	494	-0.19%	$10.9	$11.1	2.0
44	Bayfield County	$46.5	$47.7	2.55%	$62.7	$64.3	2.63%	606	603	-0.50%	$11.6	$11.5	-1.5
45	Dunn County	$45.5	$45.8	0.73%	$81.0	$82.4	1.77%	849	837	-1.44%	$18.3	$18.3	0.2
46	Green County	$41.4	$44.7	7.92%	$72.5	$76.8	5.87%	773	786	1.80%	$18.9	$18.9	0.1
47	Grant County	$44.4	$43.9	-0.97%	$82.2	$82.9	0.88%	883	863	-2.32%	$21.5	$21.4	-0.1
48	Crawford County	$42.9	$43.6	1.78%	$62.6	$64.0	2.23%	701	688	-1.94%	$12.1	$12.1	-0.2
49	Green Lake County	$38.4	$39.3	2.28%	$58.7	$60.2	2.59%	749	736	-1.74%	$16.6	$16.4	-0.7
50	Jackson County	$35.1	$38.3	8.96%	$54.2	$57.9	6.90%	541	554	2.43%	$9.7	$10.2	4.8
51	Vernon County	$36.0	$36.5	1.20%	$57.1	$58.1	1.86%	503	505	0.33%	$11.1	$11.1	0.3
52	Iowa County	$35.5	$36.2	2.13%	$56.1	$57.5	2.47%	428	423	-1.11%	$11.3	$11.3	-0.4
53	Ashland County	$34.9	$35.1	0.51%	$53.2	$54.0	1.43%	571	561	-1.64%	$13.3	$13.1	-1.3
54	Calumet County	$30.9	$31.7	2.69%	$59.5	$61.2	2.81%	667	673	0.95%	$14.6	$14.8	1.4
55	Washburn County	$29.7	$30.6	3.23%	$44.3	$45.7	3.22%	513	528	3.09%	$11.2	$11.6	3.7
56	Pierce County	$25.9	$28.7	10.84%	$49.9	$53.4	7.03%	421	436	3.66%	$9.1	$9.4	3.6
57	Taylor County	$27.3	$28.0	2.44%	$45.3	$46.6	2.73%	355	358	0.74%	$7.4	$7.5	1.4
58	Clark County	$28.5	$27.6	-3.25%	$50.5	$50.2	-0.53%	358	346	-3.35%	$6.8	$6.5	-3.6
59	Rusk County	$26.9	$27.5	2.06%	$40.2	$41.2	2.42%	411	411	-0.08%	$8.3	$8.3	-0.2
60	Trempealeau County	$25.4	$26.0	2.25%	$50.6	$52.0	2.73%	385	384	-0.20%	$8.1	$8.1	0.4
61	Burnett County	$24.5	$24.0	-1.94%	$36.4	$36.3	-0.31%	372	367	-1.32%	$7.1	$7.2	0.7
62	Marquette County	$22.2	$22.9	2.94%	$33.5	$34.5	2.97%	291	295	1.23%	$4.7	$4.9	2.6
63	Iron County	$19.6	$20.5	4.76%	$27.3	$28.4	4.31%	254	252	-0.72%	$4.9	$4.9	-0.0
64	Kewaunee County	$17.6	$20.0	13.41%	$33.0	$35.9	8.63%	280	311	11.20%	$4.8	$5.2	7.6
65	Richland County	$19.6	$19.9	1.33%	$33.2	$33.9	2.05%	317	312	-1.43%	$6.6	$6.6	-0.5
66	Price County	$18.3	$18.8	2.92%	$31.4	$32.3	3.03%	313	309	-1.14%	$6.0	$5.8	-3.6
67	Forest County	$13.8	$13.6	-1.18%	$20.6	$20.7	0.24%	223	220	-1.19%	$3.2	$3.1	-3.0
68	Lafayette County	$12.0	$13.4	11.70%	$21.5	$23.2	7.80%	197	233	18.15%	$3.0	$3.4	12.0
69	Buffalo County	$11.1	$11.6	4.63%	$19.5	$20.2	3.90%	190	189	-0.31%	$3.9	$3.9	0.8
70	Pepin County	$6.2	$6.9	11.26%	$11.1	$11.9	7.67%	104	109	5.13%	$2.0	$2.1	5.5
71	Florence County	$4.8	$5.7	16.79%	$7.6	$8.5	11.83%	89	95	6.23%	$1.6	$1.6	3.5

Total Tourism Impacts 2017

Wisconsin and Counties - Ranked

		Direct Visitor Spending			Total Business Sales			Employment			Total Labor Income		
		Millions		%	Millions		%	Total		%	Millions		%
	County	2016	2017	Change	2016	2017	Change	2016	2017	Change	2016	2017	Change
72	Menominee County	$2.6	$2.7	2.69%	$4.9	$5.0	2.89%	49	49	-0.19%	$0.6	$0.6	2.12