

# CITY OF ONALASKA MEETING NOTICE

**COMMITTEE/BOARD:** Room Tax Commission  
**DATE OF MEETING:** May 29, 2019 (Wednesday)  
**PLACE OF MEETING:** City Hall - 415 Main Street (Room 112)  
**TIME OF MEETING:** 4:00 P.M.

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

## **Consideration and possible action on the following items:**

4. Election of:
  - A. Chair
  - B. Vice Chair
5. Financials:
  - A. 2019 Financials
  - B. Statistics from Omni Center regarding hotel usage
  - C. Approve the 2018 State Room Tax report and methodology to be used on future reporting
6. La Crosse County Convention and Visitors Bureau-A.J. Frels
7. Discussion and possible action regarding the funding of waterfront projects
8. Set future meeting date – August 28, 2019
9. 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:**

<u>Mayor Joe Chilsen</u>	<u>*Erik Sjolander</u>	<u>Baymont Inns &amp; Suites</u>
<u>Ald. Tom Smith</u>	<u>*Shawn McAlister</u>	<u>Comfort Inn</u>
<u>Ald. Jim Olson</u>	<u>*Jason Lund</u>	<u>Hampton Inn</u>
<u>*Ald. Dan Stevens</u>	<u>*Peter Boese</u>	<u>Holiday Inn Express</u>
<u>Ald. Diane Wulf</u>		<u>Lake Motel</u>
<u>Ald. Kim Smith</u>		<u>Lumber Baron Inn</u>
<u>Ald. Boondi Iyer</u>		<u>MicroTel</u>
<u>City Attorney City Administrator</u>	<u>.</u>	<u>Onalaska Inn</u>
<u>La Crosse Tribune Dept Heads.</u>		<u>Shadow Run</u>
<u>Coulee Courier</u>		<u>Stoney Creek Inn</u>
<u>WKTY WLXR WKBT</u>	<u>Onalaska Omni Center</u>	
<u>WXOW WLAX</u>	<u>Onalaska Public Library</u>	

\*Committee Members

Date Notices Mailed & Posted: 5-20-19

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.



City of Onalaska

#5-A  
Balance Sheet  
Account Summary  
As Of 05/13/2019

*Handwritten:* Fred  
5-13-19

Account Name Balance  
Fund: 650 - TOURISM  
Assets

Account	Name	Balance
650-11100	CASH	392,580.29
650-11300	INVESTMENTS	261,224.61
650-13100	OTHER ACCOUNTS RECEIVABLE	-113.43
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	24,239.85
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	-239,617.34
650-18982	UNAMORTIZED PREMIUM ON DEBT	-24,435.44
650-19000	WRS NET PENSION ASSET	0.00
650-19001	WRS LIFE ASSET	0.00
650-19200	DEF. OUTFLOW-WRS PENSION-CONTRIBL	5,804.00
650-19201	DEFERRED OUTFLOW WRS LRLIF	0.00
<b>Total Assets:</b>		<b>2,787,100.25</b>
		<b>2,787,100.25</b>

**Liability**

650-21100	ACCOUNTS PAYABLE	0.00
650-21110	AP PENDING (DUE TO POOL)	12.36
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	1,473.89
650-21820	ACCUMULATED EMPLOYEE BENEFIT (SICK	12,295.42
650-22400	ACCRUED INTEREST	11,644.30
650-22900	CURRENT PORTION OF LONG-TERM DEBT	99,045.00
650-23900	WRS PENSION LIAB.	643.00
650-23901	WRS LRLIF LIABILITY	0.00
650-25200	DEFERRED INFLOW-WRS PENSION	2,691.00

Balance Sheet

As Of 05/13/2019

Account	Name	Balance
650-27100	ADVANCE FROM MUNICIPALITY	1,785,000.00
650-29200	LONG TERM OBLIGATIONS	27,978.00
<b>Total Liability:</b>		<b>1,940,782.97</b>

**Equity**

650-32000	INVESTMENT IN CAPITAL ASSETS	0.00
650-34100	FUND BALANCE	785,434.83
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 GLASS RE-UNION	0.00
650-34300	RESTRICTED FOR WRS PENSION	2,470.00

**Total Beginning Equity: 795,661.43**

Total Revenue 143,847.02

Total Expense 93,191.17

Revenues Over/Under Expenses 50,655.85

**Total Equity and Current Surplus (Deficit): 846,317.28**

**Total Liabilities, Equity and Current Surplus (Deficit): 2,787,100.25**



		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
<b>Fund: 650 - TOURISM</b>							
<b>Revenue</b>							
650-00000-41210	ROOM TAX REVENUE	722,675.00	722,675.00	4,419.34	142,397.65 <i>of</i>	-580,277.35	80.30 %
650-00000-46740	VENDING MACHINE REVENUE	500.00	500.00	0.00	20.10	-479.90	95.98 %
650-00000-46743	BIKE PASSES	5,000.00	5,000.00	0.00	392.00	-4,608.00	92.16 %
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	0.00	0.00	0.00	0.00	0.00	0.00 %
650-00000-48004	TOURISM - OABA POSTAGE	0.00	0.00	0.00	0.00	0.00	0.00 %
650-00000-48100	INTEREST INCOME	3,000.00	3,000.00	0.00	1,037.27	-1,962.73	65.42 %
650-00000-48202	RENT/SUPPORT PAYMENT	1,500.00	1,500.00	0.00	0.00	-1,500.00	100.00 %
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 %
	<b>Revenue Total:</b>	<b>732,675.00</b>	<b>732,675.00</b>	<b>4,419.34</b>	<b>143,847.02</b>	<b>-588,827.98</b>	<b>80.37 %</b>
<b>Expense</b>							
650-51900-110	SALARIES - REGULAR	14,696.00	14,696.00	567.84	4,998.00	9,698.00	65.99 %
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	22,071.00	22,071.00	161.54	1,437.71	20,633.29	93.49 %
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	203.50	975.88	-975.88	0.00 %
650-51900-127	OVERTIME - TEMP/SEAS	0.00	0.00	0.00	0.00	0.00	0.00 %
650-51900-150	FICA	2,812.00	2,812.00	70.44	559.56	2,252.44	80.10 %
650-51900-151	RETIREMENT (WRS)	2,369.00	2,369.00	46.27	408.16	1,960.84	82.77 %
650-51900-152	HEALTH INSURANCE	1,067.00	1,067.00	0.00	355.52	711.48	66.68 %
650-51900-153	DENTAL INSURANCE	94.00	94.00	0.00	30.16	63.84	67.91 %
650-51900-154	LIFE INSURANCE	14.00	14.00	0.00	4.84	9.16	65.43 %
650-51900-220	WATER/SEWER/STORM WATER	1,500.00	1,500.00	0.00	679.02	820.98	54.73 %
650-51900-221	ELECTRIC & GAS	6,000.00	6,000.00	0.00	1,702.09	4,297.91	71.63 %
650-51900-225	PHONE/INTERNET/CABLE	1,900.00	1,900.00	0.00	556.31	1,343.69	70.72 %
650-51900-240	SOFTWARE MAINTENANCE CONTR	400.00	400.00	0.00	392.10	7.90	1.98 %
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	0.00 <i>(1)</i>	33,256.47	263,058.53	88.78 %
650-51900-291	TRANSCRIPTION CONTRACTUAL	200.00	200.00	0.00	36.01	163.99	82.00 %
650-51900-301	SALES TAX	10.00	10.00	0.00	0.00	10.00	100.00 %
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	-19.58	69.58	139.16 %
650-51900-311	POSTAGE	25.00	25.00	0.00	0.00	25.00	100.00 %
650-51900-312	COPY USAGE & PAPER	100.00	100.00	0.00	6.17	93.83	93.83 %
650-51900-320	SUBSCRIPTIONS & DUES	250.00	250.00	0.00	100.00	150.00	60.00 %
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 %
650-51900-338	BIKE TRAIL MAINTENANCE	0.00	0.00	0.00	0.00	0.00	0.00 %

*March*  
 LCCUB → To date 32,896.47 + 25,309.87 = 58,206.34  
 Audit → 360 -  
33,256.47

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
650-51900-340	OPERATING SUPPLIES	1,000.00	1,000.00	0.00	94.26	905.74	90.57 %
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	53,500.00	53,500.00	0.00	0.00	53,500.00	100.00 %
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	77.31	282.69	78.53 %
650-51900-396	GAIN/LOSS ON SALE OF FIXED ASSE	0.00	0.00	0.00	0.00	0.00	0.00 %
650-51900-397	MISC. EXPENSE	0.00	0.00	0.00	-168.00	168.00	0.00 %
650-51900-510	INS - WORKERS COMP	250.00	250.00	0.00	50.50	199.50	-79.80 %
650-51900-511	INS - FIRE, COMP/COLL, BOILER	300.00	300.00	0.00	309.00	-9.00	-3.00 %
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	44,943.00	44,943.00	0.00	22,471.70	22,471.30	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	465.00	-139.00	-42.64 %
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 %
650-57600-699	PRIOR PERIOD ADJUSTMENT - LREI	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	24,412.98	95,587.02	79.66 %
	Expense Total:	571,952.00	571,952.00	1,049.59	93,191.17	478,760.83	83.71 %
	Fund: 650 - TOURISM Surplus (Deficit):	160,723.00	160,723.00	3,369.75	50,655.85	-110,067.15	68.48 %
	Report Surplus (Deficit):	160,723.00	160,723.00	3,369.75	50,655.85	-110,067.15	68.48 %

② Additional Assistance 3,625 -  
 1% of Sales 20,787.98  
24,412.98

**Room Tax Allocation  
Est. ANNUAL - 2019**

	Sales	Amount Received Room Tax - 5%	Received Room Tax - 6%	Amount Received Room Tax - 6.5%	Received Room Tax - 8%
Est. Sales	2,078,797.74	103,939.89	124,727.86	135,121.85	166,303.82
		0.00	0.00	0.00	0.00
		0.00	0.00	0.00	0.00
		0.00	0.00	0.00	0.00
		0.00	0.00	0.00	0.00
		0.00	0.00	0.00	0.00
		0.00	0.00	0.00	0.00
		0.00	0.00	0.00	0.00
		0.00	0.00	0.00	0.00
<b>TOTALS</b>	<b>\$ 2,078,797.74</b>	<b>\$ 103,939.89</b>	<b>\$ 124,727.86</b>	<b>\$ 135,121.85</b>	<b>\$ 166,303.82</b>

*1st QTR 2019*

Sales Tax Due at 6.5%      \$ 124,727.86  
 (Less) Sales at 5%        \$ 103,939.89  
**Amount due to Omni Center**    \$ 20,787.98

Total Sales Tax Allocation	Room Tax Rcvd	NonTour Rm Tx Rev	Min Tourism
Room tax % Prior to 1994 (5%)	\$ 103,939.89	\$ 5,196.99	\$ 98,742.89
Room tax % Post 1994 (C-F)@ 30%	\$ 62,363.93	\$ 18,709.18	\$ 43,654.75
Subtotal	\$ 166,303.82	\$ 23,906.17	\$ 142,397.65
Less Contribution to Omni			\$ 20,787.98
Total available to Tourism Fund			\$ 121,609.67
			<b>Total Tourism</b> \$ 142,397.65
City portion of Non Rm Tx Rev Subtotal			\$ 7,889.04
Special Proj portion of Rm Tx Rev Subtotal			\$ 16,017.14
Total			\$ 23,906.17
Check figure			\$ 166,303.82

*OK*  
**CODE #650**  
**Omni 650-41210**  
**Tourism 650-41210**  
**City 100-41210**  
**Spec Proj 204-41210**  
*OK*

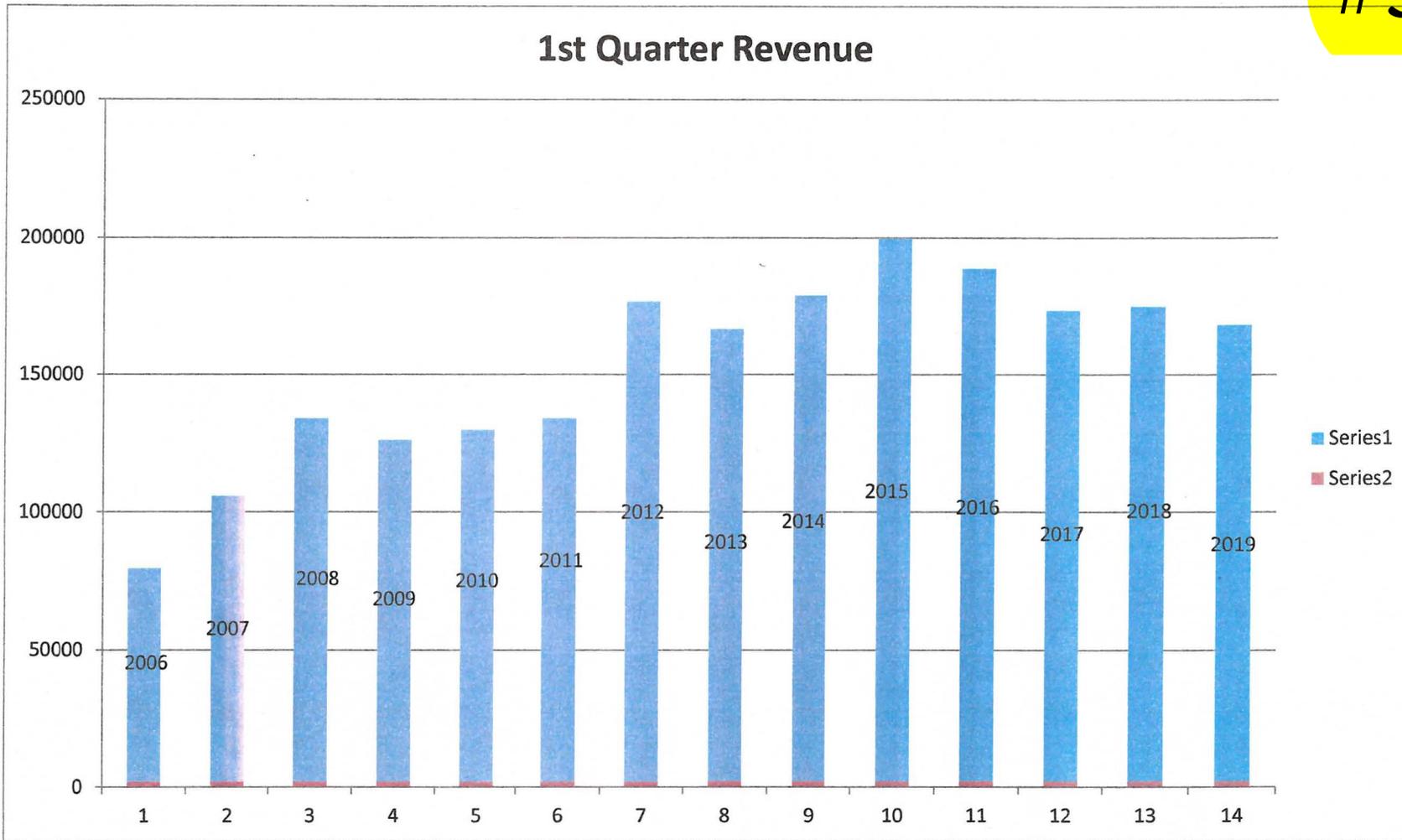
\$142,397.65 2018 Tourism Room Tax

**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**

*1st QTR 2019*

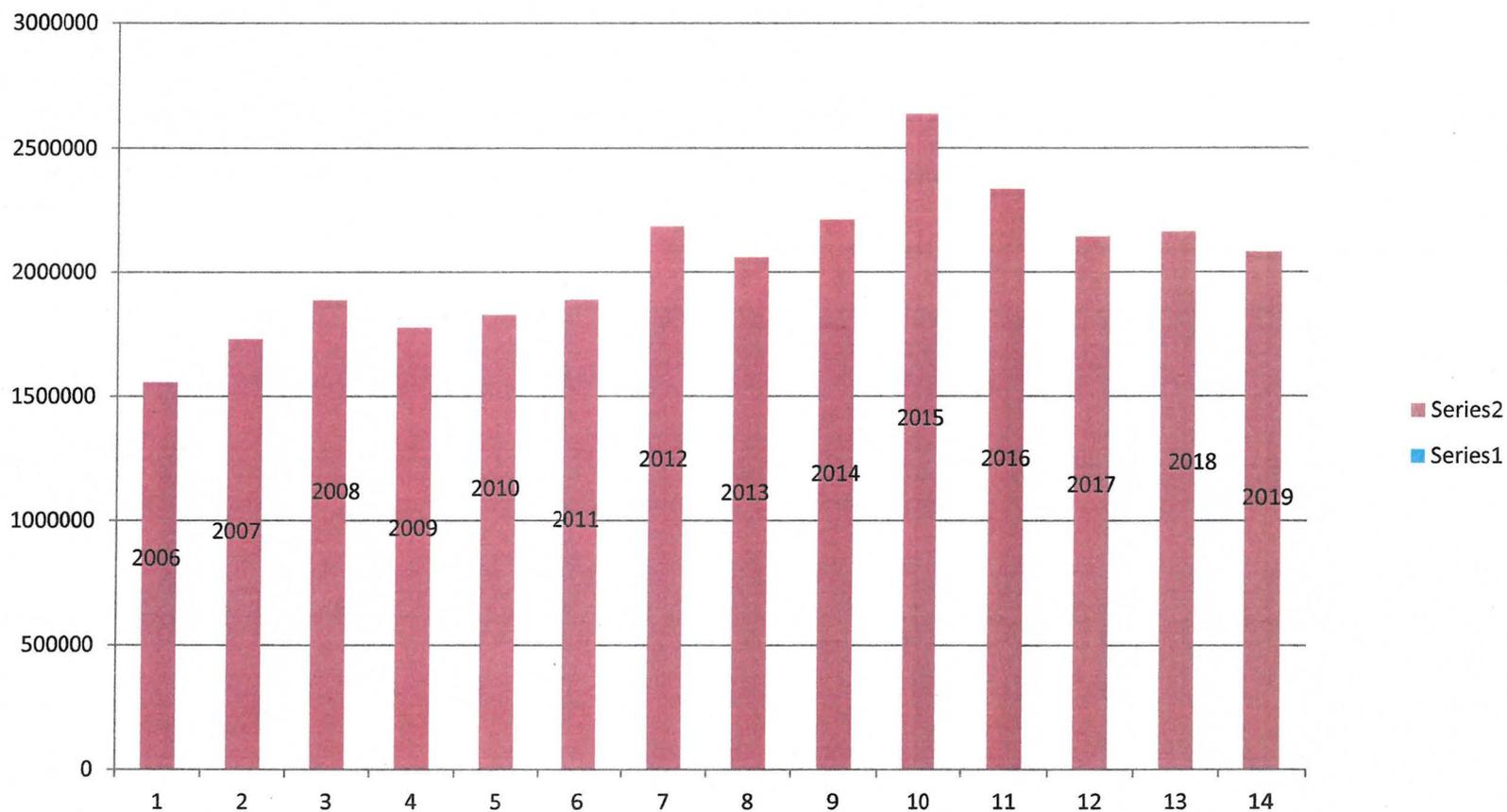
$$\begin{aligned}
 &2,078,797.74 \times \\
 &0.028 = \\
 &58,206.34
 \end{aligned}$$



**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

## 1st Quarter Taxable Sales



**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

-2019

	Total		Total		Total	
	Room		Room		Room	
	Nights		Nights		Nights	
JANUARY		FEBRUARY		March		
TYH Bantam Tour. Jan 5-6	48	Mites Tour Feb 2-3	?	LABA Mar. 8-10	12	
TYH Bantam B Tour. Jan 12-13	115	Jim Olson Feb 4	1	Railroad Show Mar. 15-17	63	
TYH Jan 19 and 20	180	Feb. 8-10	332	Advance Auto Parts	13	
Ona JV Tournament Jan. 25		Feb 16-17	368	Cornhole Mar. 23	13	
TYH Jan 26 & 27	378			Family Fun Expo Mar. 24	0	
				Gun Show Mar. 29-31	26	
<b>TOTALS</b>	721	<b>TOTALS</b>	701	<b>TOTALS</b>	127	<b>1ST QT</b> 1549
APRIL		MAY		JUNE		
Kicking Bear April 7	4	Beer Show May 4	23			
AAA April 9	4	Volleyball May 4	10			
Craft show April 12-14	79	Roller Derby May 11				
Altra Easter Egg Hunt Apr. 20	15	Volleyball May 11			0	
Dept. of Rev Apr. 25	1	Driftless May 17-18	6			
3 River Throwdown Apr. 26-27	125	Jodi Copus shelter May 26	16			
<b>TOTALS</b>	228	<b>TOTALS</b>	55	<b>TOTALS</b>	0	<b>2ND QT</b> 283
JULY		AUGUST		SEPTEMBER		
<b>TOTALS</b>		<b>TOTALS</b>		<b>TOTALS</b>		<b>3RD QT</b> 0
OCTOBER		NOVEMBER		DECEMBER		
<b>TOTALS</b>		<b>TOTALS</b>		<b>TOTALS</b>		<b>4TH QT</b> 0

← 1st QTR 2019  
 Note: 2018 986

**TOTALS** 1832

# FINAL 2018 Room Tax Report

Form  
SL-304

### Municipality

Co-muni code 32265	Municipality CITY OF ONALASKA	County LA CROSSE	Due date May 1, 2019	Report type ORIGINAL
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### Section A: Room Tax Collection

1. Room tax collected in 2018	\$804,092
2. Room tax rate imposed as of December 31, 2018	8.00 %
3. Did your municipality change your room tax rate during 2018?	No
4. If yes above, provide your municiplaity's prior room tax rate	%

### Section B: Room Tax Revenue Distributions

1. During 2018, did your municipality forward room tax revenues to a tourism entity or commission for tourism development?	Yes
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	\$281,433

### 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

Attachments:

- OFFICERS LCCVB Exhibit A.pdf

# 2018 Room Tax Report

## 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 municipality by a tourism entity and tourism commission.

Date	Recipient Name	Amount	Description (optional)

### Attachments:

- Budget Report City of Onalaska 2018 Exh B.pdf
- Hotel Information City of Onalaska 2018 Exhibit C.pdf
- 2018 Expense LCCVB list for municipalities exhibit D.pdf

ok  
|

## Section E: 1994 Documentation

1. Did your municipality collect room tax on May 13, 1994?	Yes
2. You must attach (PDF files), unless provided in a prior year:	
Room tax ordinance in effect on May 13, 1994	
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	

# 2018 Room Tax Report

## Preparer/Contact Information

Preparer name Fred Buehler	Preparer title Finance Director/Treasurer	Preparer phone (608) 781-9530	Preparer email fbuehler@onalaskawi.gov
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## Comments

The Omni Center received \$115,011.61 from room tax revenue in 2018. The Omni Center generated 1,865 room nights over 88 days of events, they are open 363 days out of the year. (88 divided by 363 days ) equals 24.24% of the days generated room nights. Total Omni expenses (less General Advertising \$17,199.16) equals \$604,958.47 times 24.24% equals \$146,641.93 plus advertising of \$17,199.16 for a grand total of \$163,841.09

## Submission Information

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

Co-muni code: 32265

Submission date: 04-12-2019 09:16 AM

Confirmation: RT2018086201554318906543

Submission type: ORIGINAL

## Total Tourism Impacts

### Wisconsin and Counties - Alphabetical

County	Direct Visitor Spending			Total Business Sales			Employment			Total Labor Income			State and Local Taxes		
	Millions	%	Change	Millions	%	Change	Total	%	Change	Millions	%	Change	Millions	%	Change
County	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
Wisconsin	\$12,701.1	\$13,318.6	4.86%	\$20,607.4	\$21,571.6	4.68%	195,811	199,073	1.67%	\$5,394.7	\$5,526.0	2.43%	\$1,540.9	\$1,581.6	2.64%
Adams County	\$198.4	\$218.6	10.16%	\$255.8	\$278.4	8.87%	2,136	2,186	2.32%	\$48.8	\$49.4	1.32%	\$22.9	\$24.3	6.29%
Ashland County	\$35.0	\$36.0	2.72%	\$54.0	\$55.8	3.33%	564	564	-0.05%	\$13.2	\$13.4	1.47%	\$4.5	\$4.6	0.57%
Barron County	\$102.4	\$104.5	2.05%	\$153.9	\$158.2	2.85%	1,473	1,474	0.06%	\$35.6	\$35.6	-0.06%	\$11.5	\$11.5	0.23%
Bayfield County	\$48.3	\$53.9	11.58%	\$64.9	\$71.2	9.76%	606	631	4.18%	\$11.6	\$11.9	2.35%	\$6.0	\$6.5	8.36%
Brown County	\$670.3	\$696.5	3.91%	\$1,109.5	\$1,154.8	4.08%	11,910	12,143	1.96%	\$448.7	\$468.5	4.41%	\$94.8	\$97.1	2.43%
Buffalo County	\$11.6	\$12.7	9.34%	\$20.2	\$21.7	7.30%	189	200	5.47%	\$3.9	\$4.2	6.74%	\$1.3	\$1.4	6.68%
Burnett County	\$24.0	\$25.5	6.18%	\$36.2	\$38.3	5.62%	368	373	1.11%	\$7.3	\$7.3	-0.24%	\$3.1	\$3.2	2.48%
Calumet County	\$31.7	\$32.4	2.29%	\$61.2	\$63.3	3.40%	673	686	1.86%	\$14.8	\$15.4	4.25%	\$4.1	\$4.2	1.37%
Chippewa County	\$98.3	\$99.6	1.34%	\$153.6	\$157.4	2.47%	1,461	1,488	1.81%	\$35.4	\$35.8	1.24%	\$10.8	\$10.8	0.43%
Clark County	\$27.7	\$30.8	11.11%	\$50.3	\$54.4	8.17%	346	352	1.67%	\$6.6	\$6.8	3.91%	\$2.9	\$3.0	6.02%
Columbia County	\$133.3	\$139.8	4.86%	\$194.0	\$203.2	4.74%	1,933	1,948	0.80%	\$42.7	\$42.8	0.22%	\$15.9	\$16.3	2.15%
Crawford County	\$43.6	\$42.7	-2.12%	\$64.0	\$64.0	-0.03%	691	668	-3.27%	\$12.1	\$12.1	-0.27%	\$5.6	\$5.4	-3.64%
Dane County	\$1,246.2	\$1,311.1	5.21%	\$2,135.7	\$2,239.0	4.84%	21,977	22,217	1.09%	\$656.4	\$668.4	1.83%	\$159.8	\$163.5	2.30%
Dodge County	\$80.7	\$82.8	2.62%	\$153.9	\$159.2	3.50%	1,523	1,527	0.25%	\$34.2	\$34.0	-0.67%	\$9.7	\$9.8	0.42%
Door County	\$358.5	\$366.6	2.26%	\$456.7	\$469.0	2.71%	3,240	3,237	-0.11%	\$79.3	\$81.2	2.43%	\$38.7	\$38.8	0.32%
Douglas County	\$94.4	\$103.4	9.57%	\$138.7	\$149.7	7.94%	1,255	1,324	5.48%	\$27.8	\$29.1	4.46%	\$10.7	\$11.4	6.76%
Dunn County	\$45.8	\$52.9	15.48%	\$82.4	\$91.2	10.60%	838	881	5.13%	\$18.4	\$19.1	3.70%	\$5.9	\$6.4	9.48%
Eau Claire County	\$256.9	\$255.8	-0.42%	\$404.1	\$409.5	1.33%	4,589	4,612	0.52%	\$107.7	\$108.5	0.79%	\$32.1	\$32.0	-0.45%
Florence County	\$5.6	\$5.4	-4.10%	\$8.4	\$8.3	-1.20%	95	95	0.52%	\$1.6	\$1.6	-2.58%	\$0.6	\$0.6	-2.93%
Fond du Lac County	\$146.8	\$149.6	1.93%	\$248.7	\$256.1	2.97%	2,692	2,716	0.91%	\$62.6	\$63.9	2.06%	\$18.4	\$18.5	0.76%
Forest County	\$13.6	\$14.2	4.66%	\$20.7	\$21.6	4.62%	221	223	0.80%	\$3.1	\$3.1	0.85%	\$1.8	\$1.8	1.64%
Grant County	\$49.9	\$55.3	10.81%	\$88.9	\$96.1	8.06%	864	956	10.71%	\$21.5	\$23.0	6.94%	\$5.4	\$6.3	17.99%
Green County	\$44.6	\$46.4	3.92%	\$76.7	\$79.9	4.17%	789	803	1.78%	\$19.0	\$19.3	1.61%	\$5.3	\$5.4	2.00%
Green Lake County	\$39.3	\$42.8	8.92%	\$60.2	\$64.6	7.37%	739	758	2.52%	\$16.6	\$17.5	5.38%	\$5.6	\$5.9	4.93%
Iowa County	\$36.2	\$37.2	2.88%	\$57.5	\$59.5	3.48%	424	427	0.60%	\$11.3	\$11.3	0.22%	\$3.5	\$3.5	0.89%
Iron County	\$20.5	\$20.8	1.73%	\$28.4	\$29.1	2.49%	253	247	-2.35%	\$5.0	\$5.0	0.59%	\$2.5	\$2.4	-0.54%
Jackson County	\$38.2	\$37.8	-1.12%	\$57.9	\$58.3	0.79%	557	551	-1.04%	\$10.3	\$10.3	-0.13%	\$4.6	\$4.5	-2.06%
Jefferson County	\$95.5	\$103.1	8.01%	\$169.4	\$180.4	6.46%	1,683	1,741	3.45%	\$41.5	\$42.9	3.37%	\$11.2	\$11.9	5.54%
Juneau County	\$72.6	\$70.9	-2.28%	\$102.0	\$101.6	-0.34%	800	777	-2.92%	\$15.6	\$14.9	-4.51%	\$7.7	\$7.5	-3.68%
Kenosha County	\$213.5	\$227.8	6.70%	\$353.3	\$373.9	5.83%	3,288	3,368	2.41%	\$85.3	\$86.8	1.69%	\$23.7	\$24.6	3.87%

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## Total Tourism Impacts Wisconsin and Counties - Alphabetical

County	Direct Visitor Spending			Total Business Sales			Employment			Total Labor Income			State and Local Taxes		
	Millions	%	Change	Millions	%	Change	Total	%	Change	Millions	%	Change	Millions	%	Change
County	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
Kewaunee County	\$20.0	\$23.5	17.65%	\$35.9	\$40.2	11.83%	312	356	14.14%	\$5.2	\$5.7	10.50%	\$2.3	\$2.6	15.58%
La Crosse County	\$263.7	\$279.0	5.82%	\$426.3	\$448.9	5.29%	4,399	4,496	2.19%	\$110.2	\$111.9	1.51%	\$33.1	\$34.2	3.17%
Lafayette County	\$13.4	\$14.7	10.06%	\$23.2	\$25.0	7.75%	233	247	5.92%	\$3.4	\$3.7	7.20%	\$1.7	\$1.8	6.83%
Langlade County	\$47.7	\$47.8	0.24%	\$70.3	\$71.4	1.60%	494	480	-2.91%	\$11.1	\$10.9	-1.71%	\$4.6	\$4.5	-2.10%
Lincoln County	\$54.9	\$59.3	8.14%	\$87.5	\$93.4	6.76%	708	735	3.69%	\$16.1	\$16.3	1.52%	\$5.7	\$6.0	5.44%
Manitowoc County	\$113.1	\$111.5	-1.44%	\$195.8	\$197.8	1.04%	2,040	1,955	-4.13%	\$47.0	\$47.0	-0.08%	\$14.9	\$14.2	-4.27%
Marathon County	\$237.8	\$244.6	2.86%	\$418.4	\$433.1	3.52%	4,125	4,154	0.70%	\$104.5	\$106.7	2.17%	\$29.7	\$30.0	1.09%
Marinette County	\$153.0	\$159.7	4.33%	\$218.5	\$228.0	4.35%	1,559	1,578	1.22%	\$31.8	\$32.7	2.70%	\$15.2	\$15.4	1.90%
Marquette County	\$22.8	\$23.0	0.88%	\$34.5	\$35.2	2.11%	296	298	0.55%	\$4.9	\$5.0	2.99%	\$2.7	\$2.7	-0.50%
Menominee County	\$2.7	\$2.8	5.31%	\$5.0	\$5.3	4.98%	49	49	-0.01%	\$0.6	\$0.7	3.95%	\$0.4	\$0.4	1.52%
Milwaukee County	\$1,989.9	\$2,105.3	5.80%	\$3,549.9	\$3,733.2	5.16%	32,201	32,921	2.24%	\$1,125.8	\$1,167.5	3.71%	\$237.7	\$246.2	3.58%
Monroe County	\$80.3	\$85.5	6.47%	\$126.6	\$133.8	5.73%	1,151	1,169	1.55%	\$26.6	\$27.1	2.05%	\$9.7	\$10.0	3.57%
Oconto County	\$87.1	\$89.3	2.64%	\$122.1	\$126.0	3.18%	904	888	-1.75%	\$16.5	\$15.6	-5.14%	\$8.5	\$8.5	-0.64%
Oneida County	\$229.8	\$237.4	3.33%	\$304.6	\$315.6	3.59%	2,213	2,236	1.01%	\$52.4	\$53.1	1.33%	\$22.5	\$22.8	1.38%
Outagamie County	\$347.9	\$361.7	3.98%	\$610.4	\$635.7	4.14%	6,450	6,529	1.22%	\$166.1	\$169.9	2.33%	\$43.7	\$44.4	1.60%
Ozaukee County	\$97.6	\$106.2	8.72%	\$197.7	\$210.6	6.53%	2,049	2,114	3.18%	\$58.3	\$59.5	2.14%	\$12.3	\$12.9	4.93%
Pepin County	\$7.0	\$8.3	18.20%	\$12.0	\$13.5	12.56%	109	121	10.54%	\$2.1	\$2.2	7.06%	\$0.8	\$0.9	14.94%
Pierce County	\$28.7	\$29.7	3.62%	\$53.3	\$55.5	4.08%	436	448	2.66%	\$9.4	\$10.0	5.34%	\$3.3	\$3.4	2.69%
Polk County	\$87.3	\$91.7	5.06%	\$131.8	\$138.2	4.87%	1,099	1,138	3.48%	\$23.0	\$23.5	2.31%	\$9.2	\$9.5	3.39%
Portage County	\$128.0	\$135.4	5.76%	\$225.6	\$237.2	5.18%	2,242	2,280	1.71%	\$49.2	\$50.4	2.46%	\$16.4	\$16.9	2.77%
Price County	\$18.8	\$19.7	4.85%	\$32.3	\$33.8	4.68%	310	316	1.80%	\$5.8	\$5.9	2.53%	\$2.4	\$2.5	2.53%
Racine County	\$236.5	\$250.0	5.70%	\$437.5	\$459.9	5.11%	4,030	4,091	1.50%	\$112.4	\$115.0	2.34%	\$27.1	\$27.9	2.76%
Richland County	\$19.9	\$22.5	13.18%	\$33.8	\$37.1	9.61%	313	334	6.75%	\$6.6	\$6.9	4.10%	\$2.3	\$2.5	9.09%
Rock County	\$244.6	\$251.2	2.71%	\$398.3	\$411.9	3.39%	4,154	4,219	1.56%	\$97.0	\$99.7	2.79%	\$29.5	\$30.0	1.55%
Rusk County	\$27.5	\$27.6	0.45%	\$41.2	\$41.9	1.79%	412	411	-0.07%	\$8.3	\$8.2	-0.97%	\$3.2	\$3.2	-0.92%
St. Croix County	\$110.6	\$117.7	6.51%	\$182.6	\$193.0	5.71%	1,959	2,037	3.94%	\$45.2	\$47.1	4.09%	\$14.0	\$14.6	4.76%
Sauk County	\$1,085.8	\$1,133.1	4.35%	\$1,376.8	\$1,436.6	4.35%	11,147	11,330	1.63%	\$243.4	\$244.4	0.41%	\$124.7	\$127.4	2.15%
Sawyer County	\$91.1	\$92.3	1.31%	\$121.3	\$123.8	2.08%	1,010	1,002	-0.80%	\$23.1	\$23.2	0.48%	\$10.6	\$10.4	-1.02%
Shawano County	\$67.0	\$68.5	2.30%	\$100.7	\$103.8	3.05%	931	936	0.54%	\$20.1	\$20.2	0.42%	\$7.6	\$7.6	0.74%
Sheboygan County	\$223.0	\$240.1	7.64%	\$377.1	\$400.9	6.31%	3,511	3,633	3.47%	\$84.2	\$88.1	4.60%	\$27.8	\$29.0	4.59%
Taylor County	\$27.9	\$29.7	6.25%	\$46.6	\$49.1	5.54%	358	362	1.11%	\$7.5	\$7.4	-1.69%	\$2.9	\$3.0	2.67%

Eau Claire is 23.2 m behind La Crosse  
La Crosse is 82.7m behind Outagamie

## Total Tourism Impacts Wisconsin and Counties - Alphabetical

County	Direct Visitor Spending			Total Business Sales			Employment			Total Labor Income			State and Local Taxes		
	Millions		%	Millions		%	Total		%	Millions		%	Millions		%
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
Trempealeau County	\$26.0	\$26.9	3.51%	\$51.9	\$54.0	3.97%	385	388	0.95%	\$8.2	\$8.1	-0.53%	\$2.9	\$3.0	1.36%
Vernon County	\$36.5	\$40.1	10.04%	\$58.1	\$62.8	8.01%	506	531	4.95%	\$11.2	\$11.5	2.57%	\$4.1	\$4.3	6.54%
Vilas County	\$219.0	\$232.8	6.27%	\$282.4	\$298.9	5.84%	1,967	2,043	3.85%	\$44.5	\$46.3	3.92%	\$22.3	\$23.3	4.54%
Walworth County	\$543.9	\$569.0	4.61%	\$729.0	\$762.3	4.56%	6,972	7,123	2.17%	\$182.0	\$191.6	5.28%	\$66.4	\$68.2	2.61%
Washburn County	\$30.6	\$30.5	-0.34%	\$45.7	\$46.2	1.25%	529	524	-1.01%	\$11.6	\$11.2	-3.67%	\$3.8	\$3.7	-2.27%
Washington County	\$119.7	\$126.7	5.79%	\$241.4	\$253.7	5.11%	2,416	2,446	1.24%	\$62.5	\$62.2	-0.42%	\$14.5	\$14.9	2.56%
Waukesha County	\$775.6	\$823.9	6.23%	\$1,441.2	\$1,518.2	5.34%	14,616	14,876	1.78%	\$424.0	\$426.5	0.58%	\$94.8	\$97.6	2.99%
Waupaca County	\$93.8	\$97.1	3.53%	\$146.1	\$151.8	3.87%	1,287	1,301	1.10%	\$24.7	\$24.7	-0.19%	\$10.8	\$11.0	1.49%
Waushara County	\$73.8	\$74.9	1.52%	\$101.0	\$103.4	2.32%	900	895	-0.61%	\$14.8	\$15.1	1.89%	\$8.3	\$8.3	-0.36%
Winnebago County	\$240.6	\$254.2	5.67%	\$469.3	\$492.8	5.01%	4,820	4,883	1.31%	\$132.5	\$136.5	3.09%	\$30.7	\$31.5	2.68%
Wood County	\$92.9	\$96.6	3.94%	\$182.4	\$190.1	4.23%	2,232	2,239	0.29%	\$63.1	\$63.6	0.84%	\$11.8	\$12.0	1.62%