

# **ROOM TAX Wisconsin Local Room Tax Model**

Effective July 15, 2015

#### **Spends \$\$ at local:**

- attractions
- restaurants
- lodging
- retail
- gas stations
- drugstores and much more!

## **PAID OVERNIGHT GUEST**

- Spends \$\$ in local economy
- Are non-residents
- Pays room tax to local lodging property

### **LODGING PROPERTY**

- Remits collected room tax to municipality

Room Tax \$\$

## Attracts & generates paid overnight stays

# TOURISM ENTITY OR TOURISM COMMISSION

Oversees expenditure of all \$\$ on
"tourism promotion and tourism development" per statutory definition



Room Tax \$\$

## **MUNICIPALITY**

- Can keep up to 30%, with a minimum of 70% going to a tourism entity or tourism commission

#### **Exceptions**

- 1. A municipality "grandfathered" in 1994 to keep more than 30% may keep no more than the following:
  - in 2017, the total dollar amount retained in 2014
  - in 2018, the total dollar amount retained in 2013
  - in 2019, the total dollar amount retained in 2012
  - in 2020, the total dollar amount retained in 2011
  - from 2021 on, the total dollar amount retained in 2010

Any revenue beyond these caps must go to tourism promotion and tourism development.

2. A municipality "grandfathered" in 1994 to keep less than 30% must continue to do so.

