

**ASSEMBLY BILL 298 (LRB -1391)**

An Act to amend 20.380 (1) (b), 66.0615 (1m) (d) 3. and 66.0615 (1m) (d) 4.; and to create 66.0615 (1) (fm) and 66.0615 (4) of the statutes; relating to: tourism promotion and development under room tax law. (FE)

**2005**

02-02.	A.	Introduced by Representatives <b>Pettis, Kestell, Ballweg, Boyle, Gronemus, Gunderson, Hines, Krawczyk, Kreibich, Lehman, LeMahieu, Lothian, Moulton, Musser, Nass, Nerison, Petrowski, Pridemore, Shilling, Van Roy, Vos, M. Williams, Suder and Rhoades</b> ; cosponsored by Senators <b>Darling, Zien, Breske, Kanavas and Stepp.</b>	
04-07.	A.	Read first time and referred to committee on Tourism .....	167
04-12.	A.	Fiscal estimate received.	
04-15.	A.	Fiscal estimate received.	
04-19.	A.	Public hearing held.	
09-06.	A.	Executive action taken.	
09-06.	A.	Assembly amendment 1 offered by committee on Tourism ( <b>LRB a0863</b> ) .....	450
09-06.	A.	Assembly amendment 1 to Assembly amendment 1 offered by committee on Tourism ( <b>LRB a0933</b> ) .....	450
09-26.	A.	Report Assembly Amendment 1 to Assembly Amendment 1 adoption recommended by committee on Tourism, Ayes 12, Noes 0 .....	485
09-26.	A.	Report Assembly Amendment 1 adoption recommended by committee on Tourism, Ayes 7, Noes 5 .....	485
09-26.	A.	Report passage as amended recommended by committee on Tourism, Ayes 7, Noes 5 .....	485
09-26.	A.	Referred to joint committee on Finance .....	485
10-26.	A.	Executive action taken.	
10-26.	A.	Assembly substitute amendment 1 offered by committee on Finance ( <b>LRB s0258</b> ) .....	545
10-31.	A.	Report Assembly Substitute Amendment 1 adoption recommended by joint committee on Finance, Ayes 13, Noes 3 .....	558
10-31.	A.	Report passage as amended recommended by joint committee on Finance, Ayes 13, Noes 3 .....	558
10-31.	A.	Referred to committee on Rules .....	558
11-01.	A.	Placed on calendar 11-9-2005 by committee on Rules.	
11-09.	A.	Read a second time .....	599
11-09.	A.	Assembly amendment 1 to Assembly substitute amendment 1 offered by Representative Pettis ( <b>LRB a1245</b> ) .....	599
11-09.	A.	Assembly amendment 1 to Assembly substitute amendment 1 <b>adopted</b> .....	599
11-09.	A.	Assembly substitute amendment 1 <b>adopted</b> .....	599
11-09.	A.	Ordered to a third reading .....	599
11-09.	A.	Rules suspended .....	599
11-09.	A.	Read a third time and <b>passed</b> , Ayes 80, Noes 14, Paired 2 .....	599
11-09.	A.	Ordered immediately messaged .....	600
11-11.	S.	Received from Assembly .....	453
11-11.	S.	Read first time and referred to committee on Higher Education and Tourism .....	454

**2006**

01-18.	S.	Public hearing held.	
02-02.	S.	Senate amendment 1 offered by Senator Harsdorf ( <b>LRB a2201</b> ) .....	578
02-03.	S.	Executive action taken.	
02-06.	S.	Report adoption of Senate Amendment 1 recommended by committee on Higher Education and Tourism, Ayes 4, Noes 1 .....	584
02-06.	S.	Report concurrence as amended recommended by committee on Higher Education and Tourism, Ayes 4, Noes 1 .....	584
02-06.	S.	Available for scheduling.	
02-23.	S.	Placed on calendar 2-28-2006 by committee on Senate Organization.	
02-28.	S.	Read a second time.	
02-28.	S.	Senate amendment 1 <b>adopted</b> . ✓	
02-28.	S.	Ordered to a third reading.	
02-28.	S.	Refused to suspend rules to read a third time, Ayes 19, Noes 14.	
02-28.	S.	Rules suspended.	
02-28.	S.	Read a third time and <b>concurred in</b> as amended, Ayes 30, Noes 3.	
02-28.	S.	Ordered immediately messaged.	
02-28.	A.	Received from Senate amended and concurred in as amended (Senate amendment 1 adopted). ✓	
02-28.	A.	Senate amendment 1 <b>concurred in</b> . ✓	
02-28.	A.	Action ordered immediately messaged.	

*YN*

**2005  
ENROLLED BILL**

05en AB-298

**ADOPTED DOCUMENTS:**

Orig     Engr    A SubAmdt 1    05 S0258/3

Amendments to above (if none, write "NONE"): AA1 to ASA1 - 21245/1 ✓  
SA1 to AB298 - 92201/3 ✓

Corrections - show date (if none, write "NONE"): None ✓

Topic Rel

3-1-06      JR Miller  
Date                      Enrolling Drafter

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**ASSEMBLY SUBSTITUTE AMENDMENT 1,  
TO 2005 ASSEMBLY BILL 298**

October 26, 2005 - Offered by JOINT COMMITTEE ON FINANCE.

1     **AN ACT to amend** 66.0615 (1m) (d) 3.; and **to create** 66.0615 (1) (fm) and 66.0615  
2             (1m) (d) 6. of the statutes; **relating to:** tourism promotion and development  
3             under room tax law.

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***Analysis by the Legislative Reference Bureau***

Under current law a city, village, or town (municipality) and a local exposition district may impose a room tax. The room tax is a tax on the privilege of furnishing, at retail, rooms or lodging to transients by hotelkeepers, motel operators, and other persons who furnish accommodations that are available to the public, irrespective of whether membership is required for use of the accommodations.

Generally, the maximum room tax that a municipality may impose is 8 percent. A single municipality that imposes a room tax may create a commission, which is defined as an entity to coordinate tourism promotion and development. If two or more municipalities in a zone impose a room tax, they must create a commission. Current law defines a zone as an area made up of two or more municipalities that, those municipalities agree, is a single destination as perceived by the traveling public. Current law requires a commission to contract with an organization to provide staff, development, or promotional services for the tourism industry in a municipality if a tourism entity does not exist in that municipality. A tourism entity is defined as a nonprofit organization that existed before January 1, 1992, and provides staff, development, or promotional services for the tourism industry in a

municipality. Currently, a commission must report annually to each municipality from which it receives room tax revenues the purposes for which the revenues were spent.

A municipality that first imposes a room tax after May 13, 1994, must spend at least 70 percent of the amount collected on tourism promotion and development; the expenditure may be spent directly by the municipality or forwarded to the commission for its municipality or zone.

This substitute amendment creates a definition of tourism promotion and development. The definition describes tourism promotion and development that is extremely likely to generate overnight stays at a hotel, motel, or other lodging establishment on which a room tax may be imposed, and includes marketing projects, transient tourist informational services, and tangible municipal development, such as a convention center.

***The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:***

1           **SECTION 1.** 66.0615 (1) (fm) of the statutes is created to read:

2           66.0615 (1) (fm) "Tourism promotion and development" means any of the

3 following that are significantly used by transient tourists and extremely likely to

4 generate paid overnight stays at more than one establishment on which a tax under

5 sub. (1m) (a) may be imposed, that are owned by different persons and located within

6 a municipality in which a tax under this section is in effect, or if the municipality has

7 only one such establishment, generates paid overnight stays in that establishment:

8           1. Marketing projects, including advertising media buys, creation and

9 distribution of printed or electronic promotional tourist materials, or efforts to

10 recruit conventions, sporting events, or motorcoach groups.

11           2. Transient tourist informational services.

12           3. Tangible municipal development, including a convention center.

13           **SECTION 2.** 66.0615 (1m) (d) 3. of the statutes is amended to read:

14           66.0615 (1m) (d) 3. A commission shall use the room tax revenue that it

15 receives from a municipality to promote and develop for tourism, including the

INSERT  
SI-1

INSERT  
SI-2

INSERT  
SI-3

1 ~~support of a convention center,~~ promotion and development in the zone or in the  
2 municipality.

3 SECTION 3. 66.0615 (1m) (d) 6. of the statutes is created to read:

INSERT A1-1 ✓

4 66.0615 (1m) (d) 6. If a municipality issued debt before January 1, 2005, to  
5 finance the construction of a municipally owned convention center or conference  
6 center, nothing in this section may prevent the municipality from meeting all of the  
7 original terms of its obligation.

8 (END)

A1-2 ✓

**ASSEMBLY AMENDMENT 1,  
TO ASSEMBLY SUBSTITUTE AMENDMENT 1,  
TO 2005 ASSEMBLY BILL 298**

November 9, 2005 - Offered by Representative PETTIS.

1 At the locations indicated, amend the substitute amendment as follows:

2 **1.** Page 3, line 4: after "debt" insert "or bond anticipation notes".

3 **2.** Page 3, line 7: delete "original".

4 (END)

A1-1

✓

**SENATE AMENDMENT 1,  
TO 2005 ASSEMBLY BILL 298**

February 2, 2006 - Offered by Senator HARSDORF.

1 At the locations indicated, amend the bill, as shown by assembly substitute  
2 amendment 1, as follows:

- 3 1. Page 2, line 3: delete "extremely" and substitute "reasonably". SI-1
- 4 2. Page 2, line 6: delete "effect, or," and substitute "effect; or,". SI-2
- 5 3. Page 2, line 7: delete "generates" and substitute "reasonably likely to  
6 generate". SI-3

7 (END)