

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

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.

Analysis by the Legislative Reference Bureau

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

4 **SECTION 1.** 66.0615 (1) (fm) of the statutes is created to read:
5 66.0615 **(1)** (fm) “Tourism promotion and development” means any of the
6 following that are significantly used by transient tourists and reasonably likely to
7 generate paid overnight stays at more than one establishment on which a tax under
8 sub. (1m) (a) may be imposed, that are owned by different persons and located within
9 a municipality in which a tax under this section is in effect; or, if the municipality has

1 only one such establishment, reasonably likely to generate paid overnight stays in
2 that establishment:

3 1. Marketing projects, including advertising media buys, creation and
4 distribution of printed or electronic promotional tourist materials, or efforts to
5 recruit conventions, sporting events, or motorcoach groups.

6 2. Transient tourist informational services.

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

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

9 66.0615 **(1m)** (d) 3. A commission shall use the room tax revenue that it
10 receives from a municipality to ~~promote and develop~~ for tourism, ~~including the~~
11 ~~support of a convention center,~~ promotion and development in the zone or in the
12 municipality.

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

14 66.0615 **(1m)** (d) 6. If a municipality issued debt or bond anticipation notes
15 before January 1, 2005, to finance the construction of a municipally owned
16 convention center or conference center, nothing in this section may prevent the
17 municipality from meeting all of the terms of its obligation.

18 (END)