

State of Wisconsin



2015 Assembly Bill 714

Date of enactment: **March 30, 2016**

Date of publication*: **March 31, 2016**

2015 WISCONSIN ACT 301

AN ACT *to renumber and amend* 66.0615 (1) (f); *to amend* 66.0615 (1m) (d) 8.; and *to create* 66.0615 (1) (f) 1. and 66.0615 (1) (f) 2. of the statutes; **relating to:** changes affecting tourism entities under the room tax.

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

SECTION 1. 66.0615 (1) (f) of the statutes, as affected by [2015 Wisconsin Act 55](#), is renumbered 66.0615 (1) (f) (intro.) and amended to read:

66.0615 (1) (f) (intro.) "Tourism entity" means a nonprofit organization that came into existence before January 1, ~~1992~~ 2015, spends at least 51 percent of its revenues on tourism promotion and tourism development, and provides destination marketing staff and services for the tourism industry in a municipality, except that if no such organization exists ~~in a municipality on January 1, 2016~~, a municipality may contract with such an organization if one is created in the municipality. one of the following entities:

SECTION 2. 66.0615 (1) (f) 1. of the statutes is created to read:

66.0615 (1) (f) 1. A nonprofit organization that spends at least 51 percent of its revenues on tourism promotion and tourism development, and provides des-

tinuation marketing staff and services for the tourism industry in a municipality.

SECTION 3. 66.0615 (1) (f) 2. of the statutes is created to read:

66.0615 (1) (f) 2. A nonprofit organization that was incorporated before January 1, 2015, spends 100 percent of the room tax revenue it receives from a municipality on tourism promotion and tourism development, and provides destination marketing staff and services for the tourism industry in a municipality.

SECTION 4. 66.0615 (1m) (d) 8. of the statutes, as created by [2015 Wisconsin Act 55](#), is amended to read:

66.0615 (1m) (d) 8. The governing body of a tourism entity shall include either at least one owner or operator of a lodging facility that collects the room tax described in this section and that is located in the municipality for which the room tax is collected or at least 4 owners or operators of lodging facilities that collect the room tax described in this section and that are located in the zone for which the room tax is collected. Subdivision 4., as it applies to a commission, applies to a tourism entity.

* Section 991.11, WISCONSIN STATUTES: Effective date of acts. "Every act and every portion of an act enacted by the legislature over the governor's partial veto which does not expressly prescribe the time when it takes effect shall take effect on the day after its date of publication."