

CITY OF PLATTEVILLE  
TOURISM COMMITTEE

May 16, 2023

4:00 p.m.

Council Chambers

1. Call to order.
2. Minutes of previous meeting.
3. Old Business.
  - A. Tourism Assessment Update.
4. New Business
  - A. 1st Quarter Room Tax Report.
5. Tourism Entity Report
6. Partner Organization Reports
  - A. Main Street Program
  - B. Museum
  - C. UW-Platteville.
  - D. Other.
7. Public Comments.
8. Next meeting.
9. Adjournment.

If your attendance requires special accommodation, write City Manager, P. O. Box 780,  
Platteville, WI 53818

Or call (608)348-9741, Ext. 2222

City of Platteville

Tourism Committee Meeting

March 23rd, 2023 Minutes

4:00 PM

Members present: Deb Jenny, Deborah Rice, Michael Breitner and Terry Malliet

Others present: Wayne Wodarz and Erik Flesch

1. Call to order: Deb Jenny, called the meeting to order at 4:00pm
2. Minutes of previous meeting. Breitner motioned to approve, 2<sup>nd</sup> by Rice. Motion carried.
3. Old Business—meeting next week on tourism Assessment
4. 4<sup>th</sup> Quarter Room tax: Up from last year.
5. Tourism Entity Report: Wayne Wodarz presented.
  - Governor's Conference-record number of nominees (72)
  - Summer hours resume May 1<sup>st</sup>.
  - See attached for additional information.
6. Partner Organization Reports:
  - A. Main Street Program: none (they are looking for new director)
  - B. Museums:
    - Preparing for opening May 1<sup>st</sup>.
    - Winter Lyceum still going again virtual or in person.
  - C. Uw-Platteville
    - Chancellor interviews next week
    - Spring musical
  - D. Other:
    - none
7. Public Comments: None
8. Next Meeting: May 16th at 4pm
9. Adjournment: Motion by Breitner, 2<sup>nd</sup> by Rice. Meeting adjourned at 4:29PM

Respectfully submitted , Terry Malliet

1ST QUARTER 2023  
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS		\$	941,963.70
LESS EXEMPT RECEIPTS		\$	(171,487.59)
TAXABLE RECEIPTS		\$	770,476.11
ROOM TAX RATE (5%)		X	5%
TOTAL ROOM TAX		\$	38,523.81

2% MOTEL ADMINISTRATIVE FEE		\$	770.48
28% CITY OF PLATTEVILLE PORTION		\$	10,786.67
70% VISITOR & TOURISM PROMOTION COMMISSION			
(PAY PLATTEVILLE REGIONAL CHAMBER)		\$	26,966.66
TOTAL ROOM TAX		\$	38,523.81

ACCOUNT #100.56600.650.000

JANUARY 1, 2023 - MARCH 31, 2023  
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS		\$	941,963.70
LESS EXEMPT RECEIPTS		\$	(171,487.59)
TAXABLE RECEIPTS		\$	1,113,451.29
ROOM TAX RATE (5%)		X	5%
TOTAL ROOM TAX		\$	38,523.81

2% MOTEL ADMINISTRATIVE FEE		\$	770.48
28% CITY OF PLATTEVILLE PORTION		\$	10,786.67
70% VISITOR & TOURISM PROMOTION COMMISSION		\$	26,966.66
TOTAL ROOM TAX		\$	38,523.81

JANUARY 1, 2022 - MARCH 31, 2022  
CITY OF PLATTEVILLE ROOM TAX

TOTAL RECEIPTS		\$	842,010.27
LESS EXEMPT RECEIPTS		\$	(191,029.12)
TAXABLE RECEIPTS		\$	1,033,039.39
ROOM TAX RATE (5%)		X	5%
TOTAL ROOM TAX		\$	32,549.07

2% MOTEL ADMINISTRATIVE FEE		\$	650.98
28% CITY OF PLATTEVILLE PORTION		\$	9,113.74
70% VISITOR & TOURISM PROMOTION COMMISSION		\$	22,784.35
TOTAL ROOM TAX		\$	32,549.07

## SUMMARY OF ROOM TAX COLLECTIONS:

(Past 8 Years)

<u>YEAR</u>	<u>QUARTER</u>	<u>CITY</u>	<u>TOURISM COMM</u>	<u>MOTEL ADM</u>	<u>TOTAL</u>
2023	1ST QTR.	\$ 10,786.67	\$ 26,966.66	\$ 770.48	\$ 38,523.81
	2ND QTR.				
	3RD QTR.				
	4TH QTR.				
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		\$ 10,786.67	\$ 26,966.66	\$ 770.48	\$ 38,523.81
2022	1ST QTR.	\$ 9,113.74	\$ 22,784.35	\$ 650.98	\$ 32,549.07
	2ND QTR.	\$ 15,239.94	\$ 42,202.90	\$ 1,172.30	\$ 58,615.14
	3RD QTR.	\$ 18,567.78	\$ 46,419.44	\$ 1,326.27	\$ 66,313.48
	4TH QTR.	\$ 14,454.72	\$ 36,136.80	\$ 1,032.48	\$ 51,624.00
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		\$ 57,376.17	\$ 147,543.48	\$ 4,182.03	\$ 209,101.69
2021	1ST QTR.	\$ 7,736.28	\$ 19,340.73	\$ 552.60	\$ 27,629.61
	2ND QTR.	\$ 14,516.05	\$ 36,290.15	\$ 1,036.86	\$ 51,843.07
	3RD QTR.	\$ 17,183.03	\$ 42,957.59	\$ 1,227.36	\$ 61,367.98
	4TH QTR.	\$ 13,133.78	\$ 32,820.35	\$ 932.08	\$ 46,886.21
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		\$ 52,569.15	\$ 131,408.81	\$ 3,748.90	\$ 187,726.86
2020	1ST QTR.	\$ 7,674.21	\$ 19,185.56	\$ 548.17	\$ 27,407.94
	2ND QTR.	\$ 5,218.53	\$ 13,046.33	\$ 372.75	\$ 18,637.61
	3RD QTR.	\$ 10,617.63	\$ 26,544.06	\$ 758.40	\$ 37,920.09
	4TH QTR.	\$ 8,041.98	\$ 20,104.97	\$ 574.43	\$ 28,721.38
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		\$ 31,552.35	\$ 78,880.92	\$ 2,253.75	\$ 112,687.02
2019	1ST QTR.	\$ 9,179.86	\$ 22,950.50	\$ 656.07	\$ 32,786.43
	2ND QTR.	\$ 14,002.11	\$ 35,004.42	\$ 999.78	\$ 50,006.31
	3RD QTR.	\$ 14,763.10	\$ 36,906.55	\$ 1,053.99	\$ 52,723.64
	4TH QTR.	\$ 12,333.53	\$ 30,832.96	\$ 880.60	\$ 44,047.09
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		\$ 50,278.60	\$ 125,694.43	\$ 3,590.44	\$ 179,563.47
2018	1ST QTR.	\$ 9,828.76	\$ 24,573.26	\$ 702.64	\$ 35,104.65
	2ND QTR.	\$ 13,492.74	\$ 33,731.47	\$ 963.60	\$ 48,187.81
	3RD QTR.	\$ 15,762.04	\$ 39,405.08	\$ 1,125.85	\$ 56,292.97
	4TH QTR.	\$ 13,179.40	\$ 32,949.29	\$ 941.73	\$ 47,070.42
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		\$ 52,262.93	\$ 130,659.10	\$ 3,733.82	\$ 186,655.85
2017	1ST QTR.	\$ 6,213.24	\$ 15,532.73	\$ 443.64	\$ 22,189.61
	2ND QTR.	\$ 10,012.50	\$ 25,031.89	\$ 715.45	\$ 35,759.84
	3RD QTR.	\$ 10,592.26	\$ 26,480.48	\$ 756.52	\$ 37,829.26
	4TH QTR.	\$ 9,989.08	\$ 24,972.49	\$ 713.42	\$ 35,674.99
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		\$ 36,807.08	\$ 92,017.59	\$ 2,629.03	\$ 131,453.70
2016	1ST QTR.	\$ 5,814.45	\$ 14,536.31	\$ 415.40	\$ 20,766.16
	2ND QTR.	\$ 8,512.06	\$ 21,284.86	\$ 610.02	\$ 30,406.94
	3RD QTR.	\$ 10,709.95	\$ 26,772.82	\$ 764.12	\$ 38,246.89
	4TH QTR.	\$ 8,049.68	\$ 20,124.36	\$ 575.04	\$ 28,749.08
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		\$ 33,086.14	\$ 82,718.35	\$ 2,364.58	\$ 118,169.07

2015	1ST QTR.	\$ 5,539.58	\$	13,849.41	\$	395.88	\$	19,784.87
	2ND QTR.	\$ 9,189.41	\$	22,972.71	\$	656.04	\$	32,818.16
	3RD QTR.	\$ 11,721.94	\$	29,304.89	\$	837.30	\$	41,864.13
	4TH QTR.	\$ 7,602.59	\$	19,006.41	\$	543.02	\$	27,152.02
		<u>\$ 34,053.52</u>	<u>\$</u>	<u>85,133.42</u>	<u>\$</u>	<u>2,432.24</u>	<u>\$</u>	<u>121,619.18</u>