

Town of Gardner
Resolution Approving the Establishment of a Tourism Zone Agreement
and Tourism Entity Agreement
Resolution No: 4-2008

WHEREAS, during 2006 the Door County Peninsula Strategic Marketing Coalition contracted for a study to determine what changes in direction and marketing needed to occur to reestablish Door County as a premier tourist destination; and,

WHEREAS, the resulting report was approved by the Door County Visitor Bureau, who then recommended the imposition of a room tax to fund an improved marketing program; and,

WHEREAS, the Town Board of the Town of Gardner has researched the issue of implementing a room tax and has determined that the collection of such a tax would benefit the Town in its efforts to attract paid overnight lodging at multiple lodging properties for the benefit of the community; and,

WHEREAS, Wisconsin Statutes §66.0615 provides that a municipality may adopt a resolution imposing a tax on the privilege of furnishing, at retail, rooms or lodging to transients by hotelkeepers, motel operators and other persons furnishing accommodations that are available to the public; and,

WHEREAS, Door County is promoted as a single destination, inclusive of all municipalities in the County, creation of a Tourism Zone among all municipalities furnishing, at retail, rooms or lodging to transient by hotel keepers, motel operators and other persons furnishing accommodations that are available to the public is needed to ensure the continued promotion of Door County as a single destination; and,

WHEREAS, the creation of a Tourism Zone as provided by Wisconsin Statutes §66.0615 requires the creation of a Commission to oversee the use of the collected tax on overnight lodging.

NOW THEREFORE, the Town Board of the Town of Gardner, Door County, Wisconsin, does hereby approve the attached Tourism Zone Agreement under the Intergovernmental Cooperation provisions of Wisconsin Statutes §66.0301 and Tourism Entity Agreement.

FURTHER, recognizing that the development of the Tourism Zone Agreement and the Room Tax is a work in progress that in the spirit of cooperation and consensus authorizes the Town Chairman to make such modifications to the Tourism Zone Agreement, which may be required by other municipalities, which are not inconsistent with the original intent of the Board.

Introduced and adopted at a regular meeting of the Board of Supervisors of the Town of Gardner held this 5th day of May, 2008.

Paul DeWitt, Chairman

Attested:
Amy Sacotte, Town Clerk

Vote: Ayes 4 Nos 1