



Wauwatosa, WI

7725 W. North Avenue
Wauwatosa, WI 53213

Signature Report

Resolution-Council: R-23-187

File Number: 23-798

Enactment Number: R-23-187

Resolution approving Partnership Agreement with Visit Milwaukee for January 1, 2024 to December 31, 2028 for tourism promotion and development

WHEREAS, Wisconsin state statutes dictate how the city is to use hotel/motel tax revenue and requires that a certain amount of said funds must be spent on tourism promotion and development; and

WHEREAS, the City of Wauwatosa has contracted with Visit Milwaukee for over forty years for this purpose; and

WHEREAS, historically, contracts were vague in terms of deliverables and the majority of hotel revenue was provided to Visit Milwaukee; however, over the past six years, the city has created the Wauwatosa Tourism Commission which has renegotiated the amount of said funds allocated to the contract with Visit Milwaukee; and

WHEREAS, the new contract contains more robust definitions of deliverables and expectations and will increase the contract fee by approximately \$32,000.00;

NOW THEREFORE BE IT RESOLVED that the City of Wauwatosa enter into the contract from January 1, 2024 until December 31, 2028 with Visit Milwaukee for an annual amount of \$300,000.00 with the terms of the contract as more thoroughly described in the Government Affairs meeting on October 10, 2023.

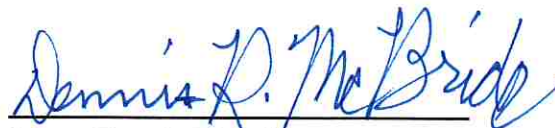
By: Choose an item.

Adopted


City Clerk Steven Braatz

Date 10-17-23

Approved


Mayor Dennis McBride

Date Oct. 19, 2023