CITY OF MAYVILLE COMMUNITY DEVELOPMENT AUTHORITY/ENHANCEMENT COMMITTEE
MEETING AGENDA
MAY 27, 2026
5:00 PM
MAYVILLE CITY HALL
15 S. SCHOOL STREET

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1. CALL TO ORDER AND ROLL CALL
2. PLEDGE OF ALLEGIANCE TO THE FLAG
3. CITIZEN COMMENTS

   Citizen Comments are to be kept to a maximum of five minutes per speaker unless the chairperson allows an extension of time. Each citizen is to make comments at the podium after stating name and address. Each citizen may comment only one time per public hearing / meeting.
4. DISCUSS CDA FUND BALANCES
   - 4.1. Monthly Facade Grant Balance for April 2026
   - 4.2. Discuss, with Possible Recommendation, Downtown Business Contests
5. DISCUSS WITH POSSIBLE ACTION
   - 5.1. Approval of Minutes of the April 22, 2026, Community Development Authority/Enhancements Committee Meeting
   - 5.2. Discuss, with Possible Action, the Facade Grant Application Request from Krieser Construction
Location: 20 Bridge Street
Applicant: Kory Krieser
   - 5.3. Discuss, with Possible Action, the Approval and Award of Payment of Facade Grant for 42 S. Main Street
Applicant: Adam Persha
   - 5.4. Discuss, with Possible Action, the Approval and Award of Payment of Facade Grant for 39 S. Main Street
Applicant: Don Ramon's / Eve Hasseldeck
   - 5.5. Overview of the Updated City Website
   - 5.6. Discuss, with Possible Recommendation, Window Covering Options for Vacant Downtown Buildings
   - 5.7. Discuss, with Possible Recommendation, Options for Improving Downtown Parking
   - 5.8. Discuss, with Possible Recommendation, Implementation of a Municipal Room Tax
6. FUTURE AGENDA ITEMS
7. NEXT MEETING DATE AND TIME
   - 7.1. Next Meeting Date - June 24, 2026, at 5:00PM
8. ADJOURNMENT

Mayor Rob Boelk, Presiding Officer

NOTE: Persons with disabilities requiring special accommodations for attendance at the meeting should contact City Hall at least one (1) business day prior to the meeting.

CITY OF MAYVILLE
BALANCE SHEET
APRIL 30, 2026

(21) CDA

	ASSETS			
21-11111-00-000-000	TREASURER'S CHECKING		54,250.34	
	TOTAL ASSETS			54,250.34
	LIABILITIES AND EQUITY			
	FUND EQUITY			
21-34000-00-000-000	FUND BALANCES		66,422.03	
	REVENUE OVER EXPENDITURES - YTD	(12,171.69)		
	BALANCE - CURRENT DATE		54,250.34	
	TOTAL FUND EQUITY			54,250.34
	TOTAL LIABILITIES AND EQUITY			54,250.34

CITY OF MAYVILLE
REVENUES WITH COMPARISON TO BUDGET
FOR THE 4 MONTHS ENDING APRIL 30, 2026

(21) CDA

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEARNED	PCNT
	PUBLIC CHARGES FOR SERVICES					
21-46750-80-000-000	CDA - ADVERTISING REVENUES	.00	.00	1,000.00	1,000.00	.0
	TOTAL PUBLIC CHARGES FOR SERVI	.00	.00	1,000.00	1,000.00	.0
	INTEREST INCOME & MISC.					
21-48800-72-000-000	CDA - OTHER REVENUES	.00	.00	100.00	100.00	.0
	TOTAL INTEREST INCOME & MISC.	.00	.00	100.00	100.00	.0
	TOTAL FUND REVENUE	.00	.00	1,100.00	1,100.00	.0

(21) CDA

		PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEXPENDED	PCNT
21-51400-72-319-000	CDA - CDA WEBSITE DEVELOPMENT	.00	12,171.69	.00	(12,171.69)	.0
	TOTAL DEPARTMENT 400	.00	12,171.69	.00	(12,171.69)	.0
	DEPARTMENT 410					
21-51410-72-705-000	CDA - FACADE INITIATIVES	.00	.00	10,000.00	10,000.00	.0
	TOTAL DEPARTMENT 410	.00	.00	10,000.00	10,000.00	.0
	TOTAL FUND EXPENDITURES	.00	12,171.69	10,000.00	(2,171.69)	121.7
	NET REVENUE OVER EXPENDITURES	.00	(12,171.69)	(8,900.00)	3,271.69	(136.8)

CITY OF MAYVILLE COMMUNITY DEVELOPMENT AUTHORITY/ENHANCEMENT COMMITTEE
MEETING MINUTES
APRIL 22, 2026
5:00 PM
MAYVILLE CITY HALL

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1. **CALL TO ORDER AND ROLL CALL**

The meeting was called to order at 05:00 PM by Mayor Boelk, with the following roll call:

Present: Mayor Rob Boelk, Board Member Nicole Goodwin, Board Member LaToya Bates, Board Member Lisa Neumann, Board Member Rachel Smith (arrived at 5:04 PM)

Excused: Board Member Michael Schmidt, Alderperson Molly Henkel

Absent: None

Staff present: Clerk/Executive Assistant Anastasia Gonstead.

2. **PLEDGE OF ALLEGIANCE TO THE FLAG**

The Pledge of Allegiance was recited by those in attendance.

3. **CITIZEN COMMENTS**

None.

4. **DISCUSS CDA FUND BALANCES**

4.1. Monthly Facade Grant Balance

The facade grant balance was reviewed by the Body. Clerk/Executive Assistant Gonstead answered for the Body that there are two outstanding facade grants that will likely come in, in the coming months.

5. **DISCUSS WITH POSSIBLE ACTION**

5.1. Approval of Minutes of the March 25, 2026, Community Development Authority/Enhancements Committee Meeting

The motion to approve the minutes of the March 25, 2026, Community Development Authority/Enhancements Committee meeting was made by Lisa Neumann and seconded by Mayor Boelk.

Ayes: Mayor Boelk, Nicole Goodwin, LaToya Bates, Lisa Neumann
Nays: None

Vote Count: 4 - 0

Motion has Passed

5.2. Discuss, with Possible Recommendation, Options for Improving Downtown Parking

Rachel Smith provided an update on the downtown parking matter. She explained she is working with WEDC to get Mayville a wayfaring study. It appears this will likely happen, but WEDC has to wait on their annual budget. WEDC did suggest that any updated signage wait until that is completed.

Consensus was reach to bring this agenda item back at next month's meeting.

5.3. Discuss, with Possible Recommendation, Window Covering Options for Vacant Downtown Buildings

Rachel Smith indicated she had reached out to a business to design a few potential options. To proceed with that, there will need to be decisions made on the budget allowed to this, as well as a potential theme. The body discussed the need for downtown appeal and cohesiveness, while not unduly burdening building owners with too much cost. Some themes discussed were the 250th anniversary of the United States, butterflies, cardinals, and consensus was reached that historic Mayville artwork may be a good starting point and would have longer-term use. Exterior vinyl and interior vinyl are both options, with the interior being more cost-effective. There was discussion on how to get building owner buy-in, as some of the more difficult ones are likely owners who are not in the city. It was noted there are approximately 14 vacancies downtown at this time. There was also discussion on creating a digital kit for residents and businesses on the new website, as well as being able to utilize subscription lists on the new website to get information to target audiences.

The consensus was reached to bring this item back to next month's meeting.

6. FUTURE AGENDA ITEMS

- Room tax
- Downtown business contests

The Mayor also reminded the body of the annual Mayor's Beautification award. This will be the second year. Common Council will pick nominees the first week in September and then this Committee votes on three winners. Clerk/Executive Assistant Gonstead will put reminders out on social media.

7. NEXT MEETING DATE AND TIME

7.1. Next Meeting Date - May 27, 2026, at 5:00 PM

Next meeting is May 27, 2026.

8. ADJOURNMENT

The Community Development Authority/Enhancements Committee meeting was adjourned at 5:48PM, by order of the Chair.

Respectfully submitted by Anastasia Gonstead - Clerk/Executive Assistant

Community Development Authority

Façade Improvement Program Application

Applicant Information:

Name(s): Kory Krieser

Phone # (cell): 414-588-5510 (home): ______ (work): 920-387-2000

Residential Address (street, city, state, zip): 20 Bridge St. Mayville, WI

Email: Kory@krieserinc.com

Business Information:

Business Name: Krieser Construction Services

Business Address: 20 Bridge St. Mayville, WI

Business Phone #: 920-387-2000

Type of Business: Construction & Real Estate

Check One: ______ Individual X ______ Partnership ______ Corporation

Name of Partners/Corporate Officers: Kory & John Krieser

Property Owner: ☑ Check if the same as Applicant

Name(s): ______

Phone # (cell): ______ (home): ______ (work): ______

Residential Address (street, city, state, zip): ______

Email: ______

Project Information:

Description of proposed project (attach photographs, project plans or drawings):

Install board & batten siding and paint at west facade and replace windows and paint at east side and install new sign above windows. Paint mural along the west facade..

How does this project meet the purpose/mission of the Façade Improvement Project:

This project will rejuvanate an old, vacant storefront and add a large art installation that is visible from main street. The mural will depict an artists rendition of local photographer Edgar Mueller's "Goose Explosioin"

Estimated start date: April 2026 Estimated completion date: July 2026

Project Budget:

Total Cost: $28,613

Total Cost requesting from grant: $5,000

Source of other funding: Business operating captial

Applicant(s) signature(s): Kory Krieser

Date: 5/12/26

……For Office Use Only……

Date received in Clerk's Office: ____

Received by: ____

Date of Next CDA meeting: ____

Community Development Authority

Façade Improvement Program

Release of Information Letter

Date:________________

To:
City of Mayville
City Clerk
15 S. Main St.
PO Box 273
Mayville, WI 53050

To Whom It May Concern:
I hereby authorize the Mayville Community Development Authority (CDA) permission to share all application materials with CDA members who will be reviewing my application. I acknowledge that information provided to the CDA may be released upon request in compliance with the open record requirements and in accordance with the freedom of information act. I acknowledge that I am to attend the CDA meeting in which this request will be reviewed and that the City of Mayville will notify me of that meeting.

Name (print): ____

Signature: ____

Date: ____

CITY OF MAYVILLE

FAÇADE IMPROVEMENT PROGRAM AGREEMENT

All applicants to the City of Mayville ("the City") Façade Improvement Program ("the program") agree to the following contractual stipulations as a condition of enrollment in the program. This Agreement modifies the terms of the program Application.

I. **Funding.** Funds for applicants enrolled in the program are subject to availability. The City may terminate its obligations to pay Applicant in part or in full without notice if the program lacks sufficient funding from the City to pay Applicant.

II. **Condition Precedent.** Applicants shall complete the facade renovation within one hundred and twenty (120) days of the date the Application is approved by the City.

III. **Proof.** Applicants must send in the Certificate of Completion, photographic documentation of completed work, and an invoice for work completed within one hundred and twenty (120) days of the date the Application is approved by the City.

IV. **Release.** Applicant agrees and releases to the City and its agents the right to use photos of Applicant's improvements in print, visual, and digital media for the City's promotional purposes, including but not limited to, brochures, advertisements, websites, and social media.

V. **Incorporation.** This Agreement hereby incorporates all Terms and Conditions set forth in the Application without limitation. This includes but is not limited to the following conditions:

   a. The Applicant must not be delinquent in property taxes, assessments, or utility bills, including past or current years.
   b. The façade renovation must meet the specifications identified in the Application, the requirements of the City Zoning Code, and design standards identified in the Mayville Municipal Code.
   c. Any contractors employed to construct the improvements have been paid in full.
   d. Program applicants who receive funds from the program are not eligible to apply for additional program funds for a period of twenty-four (24) months after receipt of funds.

VI. **Maintenance of Improvements and Repayment of Funds.** The Applicant agrees to properly maintain all improvements completed under this Agreement for at least three (3) years after they are completed. If the improvements are removed or allowed to fall into disrepair, the Applicant shall immediately return all funds provided hereunder to the City. The City may, in its discretion, waive the right to return of funds in the event the Applicant goes out of business.

VII. **Acceptance.** The Applicant agrees that it accepts these terms as a condition of its participation in the program.

X ____ Date: ______________

Name: ____

X ____ Date: ______________
Program Coordinator

CITY OF MAYVILLE

FAÇADE IMPROVEMENT PROGRAM

CERTIFICATE OF COMPLETION

Applicant Name: ____

Applicant Address: ____

Date of Completion: __________________

I certify that on the above date, work was completed on the façade of the property at the above address. I further certify that I have met all program requirements provided by the program Application and program Agreement. Included with this Certificate of Completion are accurate photos documenting the improvements, and a paid invoice for the work completed.

Applicant Signature: ____

Date: __________________

Return to:

City of Mayville
Community Development Authority
Façade Improvement Program
15 S. School Street
Mayville, WI 53050

20 Bridge St. - Façade Improvement
12-May-26

Krieser Construction Co., Inc.

	BUILDING COMPONENT	QTY	UNITS	UNIT COST	BUDGET VALUE	NOTES	Source
1	Windows - Materials	1	LS	$6,836.49	$6,836	West and south façade	Zuerns
2	Siding & Trim - Materials	1	LS	$1,227.39	$1,227	Board and Batton	Zuerns
3	Paint	1	LS	$1,243.93	$1,244	Front façade and west side	Sherwin Williams
4	Labor	123	HRS	$85.00	$10,455	Demo, windows, painting, siding	Krieser
5	Mural	1	LS	$6,850.00	$6,850	Rendition of Edgar Mueller's "Goose Explosion"	James Barany
6	Signage	1	Allowance	$2,000.00	$2,000	Allowance - Pending final design & Approval	Signworks
	TOTAL				$28,613		


20
F150


GFL
Vecteezy

ZUERN BUILDING PRODUCTS & DESIGN CENTER

Slinger

820 Enterprise Dr
Slinger, Wisconsin 53086
(262) 297-5420

Sales Invoice

Invoice No	**715381**
Invoice Date	01/26/2026 10:00 AM
Customer	KRICO
Your Ref	**NEW SHOP | WINDOWS**
Order Num	**3614195**
Taken By	Meghan Justman
Sales Rep	Keith Zitlow

SOLD TO:
KRIESER CONSTRUCTION CO. INC.
77 BRECKENRIDGE ST.
MAYVILLE, WISCONSIN, 53050

SHIP TO:
KRIESER CONSTRUCTION CO. INC.
NEW SHOP
20 BRIDGE ST
MAYVILLE, WISCONSIN, 53050

Picked By: ____________

Special Instructions	Notes
NEW SHOP CODE: 8675 - PLEASE DELIVER TO NEW SHOP ON MONDAY 1/26, ANYTIME. PUT IN FRONT OF SHOP. CALL JOHN WITH QUESTIONS 920-979-5540	NEW SHOP | WINDOWS

Qty	Loaded	Description	Product Code	Bin Location	Price	Total
4 ea		Envision Picture Window,Overall Unit Size = 56.5" x 69",Color: Black Laminate Exterior, Black Interior Laminate,None,Glass Type = Annealed, Glass Tint = No Tint, Glass Pattern = No Pattern, Glass Coating = Low-E 272 Argon,Packaging,U-Factor = 0.26 SHGC = Envision Picture Window,Overall Unit Size = 56.5" x 69",Color: Black Laminate Exterior, Black Interior Laminate,None,Glass Type = Annealed, Glass Tint = No Tint, Glass Pattern = No Pattern, Glass Coating = Low-E 272 Argon,Packaging,U-Factor = 0.26 SHGC = 0.34 CR = 57 VT = 0.58	zz_SOVEC_0011414	S017	1,084.49	4,337.96

In the event the Buyer's obligations arising under this invoice are enforced through a collection agency or attorneys with or without suit or any other proceeding, Buyer agrees to pay all collection costs or reasonable attorney fees of 25% on the principal balance due plus court costs.

ALL RETURNS SUBJECT TO INSPECTION AND RESTOCKING FEE. **THERE ARE NO RETURNS ON SPECIAL ORDERS**. NO RETURNS AFTER 90 DAYS. BY MY SIGNATURE BELOW I REPRESENT THAT I HAVE READ AND AGREE TO THE TERMS OF SALE OF ZUERN BUILDING PRODUCTS INC FOUND AT WWW.ZUERNS.COM/TERMS

Total Amount	$4,337.96
Dodge County Tax	$238.59
Invoice Total	$4,576.55

Print name ______________________________

Signature ______________________________

ZUERN BUILDING PRODUCTS & DESIGN CENTER

Slinger
820 Enterprise Dr
Slinger, Wisconsin 53086
(262) 297-5420

Sales Invoice

Invoice No	**686512**
Invoice Date	09/30/2025 10:00 AM
Customer	KRICO
Your Ref	**NEW SHOP | WINDOWS**
Order Num	**3468965**
Taken By	Meghan Justman
Sales Rep	Keith Zitlow

SOLD TO:
KRIESER CONSTRUCTION CO. INC.
77 BRECKENRIDGE ST.
MAYVILLE, WISCONSIN, 53050

SHIP TO:
KRIESER CONSTRUCTION CO. INC.
NEW SHOP
20 BRIDGE ST
MAYVILLE, WISCONSIN, 53050

Picked By: ____________

Special Instructions

PLEASE DELIVER TO SHOP ON TUESDAY 9/30, ANYTIME. PUT IN STORE FRONT AREA. GO THROUGH KEYPAD DOOR TO GET TO STORE FRONT. CODE#8675 CALL JOHN WITH QUESTIONS 920-979-5540

Notes

NEW SHOP | WINDOWS

Qty	Loaded	Description	Product Code	Bin Location	Price	Total
2 ea		Envision Awning,Rough Opening Size = 36.75" x 20.75",Overall Unit Size = 36.25" x 20.25",Color: Black Laminate Exterior, Black Interior Laminate,Screen: Full Screen FlexScreen Packaged,Glass Type = Annealed, Glass Tint = No Tint, Glass Pattern = No Patter Envision Awning,Rough Opening Size = 36.75" x 20.75",Overall Unit Size = 36.25" x 20.25",Color: Black Laminate Exterior, Black Interior Laminate,Screen: Full Screen FlexScreen Packaged,Glass Type = Annealed, Glass Tint = No Tint, Glass Pattern = No Pattern, Glass Coating = Low-E 272 Argon,Vinyl Drip Cap,Packaging,U-Factor = 0.26 SHGC = 0.31 CR = 59 VT = 0.53	zz_SOVEC_0007 682	H015	507.15	1,014.30
2 ea		Screen Type = Full Screen FlexScreen Packaged Envision	zz_SOVEC_0007 683	BIN 93	0.00	0.00
1 ea		Envision Awning,Rough Opening Size = 37" x 21",Overall Unit Size = 36.5" x 20.5",Color: Black Laminate Exterior, Black Interior Laminate,Screen: Full Screen FlexScreen Packaged,Glass Type = Tempered, Glass Tint = No Tint, Glass Pattern = No Pattern, Glass Envision Awning,Rough Opening Size = 37" x 21",Overall Unit Size = 36.5" x 20.5",Color: Black Laminate Exterior, Black Interior Laminate,Screen: Full Screen FlexScreen Packaged,Glass Type = Tempered, Glass Tint = No Tint, Glass Pattern = No Pattern, Glass Coating = Low-E 272 Argon,Vinyl Drip Cap,Packaging,U-Factor = 0.26 SHGC = 0.31 CR = 59 VT = 0.53	zz_SOVEC_0007 684	H015	554.48	554.48
1 ea		Screen Type = Full Screen FlexScreen Packaged Envision	zz_SOVEC_0007 685	BIN 93	0.00	0.00
1 ea		Envision XO - Left Operator Glider,Rough Opening Size = 69.25" x 44.75",Overall Unit Size = 68.75" x 44.25",Color: Black Laminate Exterior, Black Interior Laminate,Screen: Half Screen FlexScreen Packaged,Glass Type = Annealed, Glass Tint = No Tint, Glass	zz_SOVEC_0007 686	H015	573.34	573.34

BUILDING PRODUCTS & DESIGN CENTER

Slinger
820 Enterprise Dr
Slinger, Wisconsin 53086
(262) 297-5420

Sales Invoice

Invoice No	**686512**
Invoice Date	09/30/2025 10:00 AM
Customer	KRICO
Your Ref	**NEW SHOP | WINDOWS**
Order Num	**3468965**
Taken By	Meghan Justman
Sales Rep	Keith Zitlow

SOLD TO:
KRIESER CONSTRUCTION CO. INC.
77 BRECKENRIDGE ST.
MAYVILLE, WISCONSIN, 53050

SHIP TO:
KRIESER CONSTRUCTION CO. INC.
NEW SHOP
20 BRIDGE ST
MAYVILLE, WISCONSIN, 53050

Picked By: ____________

Qty	Loaded	Description	Product Code	Bin Location	Price	Total
		Envision XO - Left Operator Glider,Rough Opening Size = 69.25" x 44.75",Overall Unit Size = 68.75" x 44.25",Color: Black Laminate Exterior, Black Interior Laminate,Screen: Half Screen FlexScreen Packaged,Glass Type = Annealed, Glass Tint = No Tint, Glass Pattern = No Pattern, Glass Coating = Low-E 272 Argon,Packaging,U-Factor = 0.27 SHGC = 0.32 CR = 60 VT = 0.56,Meets Egress = Yes				
1 ea		Screen Type = Half Screen FlexScreen Packaged Envision	zz_SOVEC_0007687	BIN 93	0.00	0.00

In the event the Buyer's obligations arising under this invoice are enforced through a collection agency or attorneys with or without suit or any other proceeding, Buyer agrees to pay all collection costs or reasonable attorney fees of 25% on the principal balance due plus court costs.

ALL RETURNS SUBJECT TO INSPECTION AND RESTOCKING FEE. **THERE ARE NO RETURNS ON SPECIAL ORDERS**. NO RETURNS AFTER 90 DAYS. BY MY SIGNATURE BELOW I REPRESENT THAT I HAVE READ AND AGREE TO THE TERMS OF SALE OF ZUERN BUILDING PRODUCTS INC FOUND AT WWW.ZUERNS.COM/TERMS

Total Amount	$2,142.12
Dodge County Tax	$117.82
Invoice Total	$2,259.94

Print name ______________________________

Signature ______________________________

ZUERN BUILDING PRODUCTS & DESIGN CENTER

Allenton
426 Railroad St
PO BOX 378
Allenton, Wisconsin 53002
(262) 629-5551

Sales Invoice

Invoice No	**657444**
Invoice Date	06/20/2025 2:00 PM
Customer	KRICO
Your Ref	**SHOP SIDING**
Order Num	**3371835**
Taken By	Meghan Justman
Sales Rep	Keith Zitlow

SOLD TO:
KRIESER CONSTRUCTION CO. INC.
77 BRECKENRIDGE ST.
MAYVILLE, WISCONSIN, 53050

SHIP TO:
KRIESER CONSTRUCTION CO. INC.
NEW SHOP
20 BRIDGE ST
MAYVILLE, WISCONSIN, 53050

Picked By: ____________

Special Instructions

PLEASE DELIVER TO KRIESER'S NEW SHOP ON BRIDGE STREET ANYTIME TODAY. PLACE ON SIDE OF BUILDING. CALL JOHN WITH ANY QUEISTONS 920-979-5540

Notes

SHOP SIDING

Qty	Loaded	Description	Product Code	Bin Location	Price	Total
18 ea		19/32X3-16' LP TEXT BATTEN STRIP PRIMED 28448 (2.5")	26002	Shed D/2	11.95	215.10
18 ea		SMARTSIDE PRIMED 3/8" CEDAR TEXTURE 16"X16' VERTICAL SIDING - NO GROOVE	zz_SOS_013607 0	s-4	44.35	798.30
1 ea		REFUNDABLE PALLET - ROLLEX SIDING	23993	s-1	150.00	150.00

In the event the Buyer's obligations arising under this invoice are enforced through a collection agency or attorneys with or without suit or any other proceeding, Buyer agrees to pay all collection costs or reasonable attorney fees of 25% on the principal balance due plus court costs.

ALL RETURNS SUBJECT TO INSPECTION AND RESTOCKING FEE. **THERE ARE NO RETURNS ON SPECIAL ORDERS**. NO RETURNS AFTER 90 DAYS. BY MY SIGNATURE BELOW I REPRESENT THAT I HAVE READ AND AGREE TO THE TERMS OF SALE OF ZUERN BUILDING PRODUCTS INC FOUND AT WWW.ZUERNS.COM/TERMS

Total Amount	$1,163.40
Dodge County Tax	$63.99
Invoice Total	$1,227.39

Print name ______________________

Signature ______________________

THE SHERWIN WILLIAMS CO.
851 SOUTH MAIN STREET
WEST BEND WI 53095 4633

SHERWIN-WILLIAMS.

Visit www.sherwin-williams.com
Store 703132
(262) 338-9786
Fax: (262) 338-0041

JOB 1 KRIESER CONST CO INC

CHARGE INVOICE
No. 8216-3

ACCOUNT: **6654-8092-7**

PAGE 1 OF 1
PO# NEW SHOP
ORDER: OE0256417Q703132
DATE: 09/16/2025
TIME: 05:40 PM
2-R626
E01/12428

KRIESER CONST CO INC
77 BRECKENRIDGE ST
MAYVILLE WI 53050 1217

(414) 387-2000

TERMS: NET PAYMENT DUE ON OCT. 20th

SALES NUMBER	SIZE	PRODUCT	DESCRIPTION	QTY	PRICE	VALUE
6510-32732	5 GAL	LX2W0050	LXN C&M PRIMER WH	10	38.95	389.50

Thank You
receipt required for refund

SUBTOTAL BEFORE TAX	**389.50**
5.500% SALES TAX:1-505309500	**21.42**
CHARGE	**$410.92**

STORE HOURS
SUNDAY: 10:00 AM - 4:00 PM
MONDAY - FRIDAY: 6:00 AM - 6:00 PM
SATURDAY: 8:00 AM - 5:00 PM

SIGNED PACKING SLIP # 82163 VERIFIES MERCHANDISE WAS RECEIVED IN GOOD ORDER BY:
JOHN BAUER

THE SHERWIN WILLIAMS CO.
1633 N SPRING ST
BEAVER DAM WI 53916 1103

SHERWIN-WILLIAMS.

Visit www.sherwin-williams.com
Store 703003
(920) 885-5684
Fax: (920) 885-4490

CHARGE INVOICE
No. 4758-5

ACCOUNT: **6654-8092-7**

JOB 1 KRIESER CONST CO INC

PAGE 1 OF 1

SHIPPED TO:

PO# NEW SHOP

DATE: 09/16/2025
TIME: 09:33 AM
2-R626
E89/10435

KRIESER CONST CO INC
77 BRECKENRIDGE ST
MAYVILLE WI 53050 1217

JOHN BAUER
(414) 387-2000

(920) 387-2000

TERMS: NET PAYMENT DUE ON OCT. 20th

SALES NUMBER	SIZE	PRODUCT	DESCRIPTION	QTY	PRICE	VALUE
6510-32732	5 GAL	LX2W0050	LXN C&M PRIMER WH	5	38.95	194.75

Thank You
receipt required for refund

SUBTOTAL BEFORE TAX	**194.75**
5.500% SALES TAX:1-505391600	**10.71**
CHARGE	**$205.46**

STORE HOURS
SUNDAY: 10:00 AM - 4:00 PM
MONDAY - FRIDAY: 7:00 AM - 6:00 PM
SATURDAY: 8:00 AM - 5:00 PM

SIGNED PACKING SLIP # 47585 VERIFIES MERCHANDISE WAS RECEIVED IN GOOD ORDER BY:
MATTHEW

THE SHERWIN WILLIAMS CO.
1633 N SPRING ST
BEAVER DAM WI 53916 1103

SHERWIN-WILLIAMS.

Visit www.sherwin-williams.com
Store 703003
(920) 885-5684
Fax: (920) 885-4490

JOB 1 KRIESER CONST CO INC

CHARGE INVOICE
No. 6743-4

ACCOUNT: **6654-8092-7**

PAGE 1 OF 1
PO# NEW SHOP
ORDER: OE0183736Q703003
DATE: 09/15/2025
TIME: 02:50 PM
2-R626
E48/15443

KRIESER CONST CO INC
77 BRECKENRIDGE ST
MAYVILLE WI 53050 1217

(414) 387-2000

TERMS: NET PAYMENT DUE ON OCT. 20th

SALES NUMBER	SIZE	PRODUCT	DESCRIPTION	QTY	PRICE	VALUE
6510-32724	GALLON	LX2W0050	LXN C&M PRIMER WH	4	40.95	163.80

Thank You
receipt required for refund

SUBTOTAL BEFORE TAX	**163.80**
5.500% SALES TAX:1-505391600	**9.01**
CHARGE	**$172.81**

STORE HOURS
SUNDAY: 10:00 AM - 4:00 PM
MONDAY - FRIDAY: 7:00 AM - 6:00 PM
SATURDAY: 8:00 AM - 5:00 PM

SIGNED PACKING SLIP # 67434 VERIFIES MERCHANDISE WAS RECEIVED IN GOOD ORDER BY:
JOHN

THE SHERWIN WILLIAMS CO.
1633 N SPRING ST
BEAVER DAM WI 53916 1103

SHERWIN-WILLIAMS.

Visit www.sherwin-williams.com
Store 703003
(920) 885-5684
Fax: (920) 885-4490

CHARGE INVOICE

No. 3340-3

ACCOUNT: **6654-8092-7**

JOB 1 KRIESER CONST CO INC

PAGE 1 OF 1

SHIPPED TO:

PO# NEW SHOP

DATE: 08/06/2025
TIME: 05:25 PM
2-R626
E48/10435

KRIESER CONST CO INC
77 BRECKENRIDGE ST
MAYVILLE WI 53050 1217

JOHN BAUER
(414) 387-2000

(920) 387-2000

TERMS: NET PAYMENT DUE ON SEP. 20th

SALES NUMBER	SIZE	PRODUCT	DESCRIPTION	QTY	PRICE	VALUE
6512-36770	GALLON	A89T3154	SPR EXT SA ULTRA	2	43.95	87.90
			Color: SW6258 TRICORN BLACK			
			CCE*Color Cast — OZ 32 64 128			
			B1 Black — 10 - - -			
			Sher-Color Formula			
			TRICORN BLACK			
6511-99564	GALLON	K37W2751	EMERALD UTE SA HHW	1	87.43	87.43
			Color: SW7043 WORLDLY GRAY			
			CCE*Color Cast — OZ 32 64 128			
			B1 Black — - 12 1 1			
			R2 Maroon — - 2 - -			
			Y3 Deep Gold — - 16 1 -			
			Sher-Color Formula			
			WORLDLY GRAY			
6510-32724	GALLON	LX2W0050	LXN C&M PRIMER WH	2	40.95	81.90

ORDER: OE0182343Q703003
ORDER: OE0182299Q703003

Thank You
receipt required for refund

SUBTOTAL BEFORE TAX	**257.23**
5.500% SALES TAX:1-505391600	**14.15**
CHARGE	**$271.38**

STORE HOURS
SUNDAY: 10:00 AM - 4:00 PM
MONDAY - FRIDAY: 7:00 AM - 6:00 PM
SATURDAY: 8:00 AM - 5:00 PM

SIGNED PACKING SLIP # 33403 VERIFIES MERCHANDISE WAS RECEIVED IN GOOD ORDER BY:
JUSTIN

THE SHERWIN WILLIAMS CO.
1633 N SPRING ST
BEAVER DAM WI 53916 1103

Visit www.sherwin-williams.com
Store 703003
(920) 885-5684
Fax: (920) 885-4490

JOB 1 KRIESER CONST CO INC

CHARGE INVOICE
No. 6031-4

ACCOUNT: **6654-8092-7**

PAGE 1 OF 1
PO# SHOP
ORDER: OE0181567Q703003
DATE: 07/17/2025
TIME: 12:07 PM
2-R626
E89/15443

KRIESER CONST CO INC
77 BRECKENRIDGE ST
MAYVILLE WI 53050 1217

(414) 387-2000

TERMS: NET PAYMENT DUE ON AUG. 20th

SALES NUMBER	SIZE	PRODUCT	DESCRIPTION	QTY	PRICE	VALUE
6507-11435	GALLON		CLRTP SBSLRTINTDEEP	3	43.45	130.35
			Color: SWHC124 SILVER GRAY			

BAC Blend-a-Color	OZ	32	64	128
B1 Black	6	14	-	-
R2 Maroon	-	2	-	-
W1 White	2	-	-	-
Y3 Deep Gold	-	18	-	-

Formula Book
SILVER GRAY

Thank You
receipt required for refund

SUBTOTAL BEFORE TAX	**130.35**
5.500% SALES TAX:1-505391600	**7.17**
CHARGE	**$137.52**

STORE HOURS
SUNDAY: 10:00 AM - 4:00 PM
MONDAY - FRIDAY: 7:00 AM - 6:00 PM
SATURDAY: 8:00 AM - 5:00 PM

SIGNED PACKING SLIP # 60314 VERIFIES MERCHANDISE WAS RECEIVED IN GOOD ORDER BY:
JOHN

THE SHERWIN WILLIAMS CO.
1633 N SPRING ST
BEAVER DAM WI 53916 1103

SHERWIN-WILLIAMS.

Visit www.sherwin-williams.com
Store 703003
(920) 885-5684
Fax: (920) 885-4490

CHARGE INVOICE
No. 6018-1

ACCOUNT: **6654-8092-7**

JOB 1 KRIESER CONST CO INC

PAGE 1 OF 1

SHIPPED TO:

PO# SHOP
ORDER: OE0181543Q703003
DATE: 07/16/2025
TIME: 11:27 AM
2-R626
E48/15443

KRIESER CONST CO INC
77 BRECKENRIDGE ST
MAYVILLE WI 53050 1217

JOHN BAUER
(414) 387-2000

(920) 387-2000

TERMS: NET PAYMENT DUE ON AUG. 20th

SALES NUMBER	SIZE	PRODUCT	DESCRIPTION	QTY	PRICE	VALUE
6507-11435	GALLON		CLRTP SBSLRTINTDEEP	1	43.45	43.45

Color: SWHC124 SILVER GRAY

BAC Blend-a-Color	OZ	32	64	128
B1 Black	6	14	-	-
R2 Maroon	-	2	-	-
W1 White	2	-	-	-
Y3 Deep Gold	-	18	-	-

Formula Book
SILVER GRAY

Thank You
receipt required for refund

SUBTOTAL BEFORE TAX	**43.45**
5.500% SALES TAX:1-505391600	**2.39**
CHARGE	**$45.84**

STORE HOURS
SUNDAY: 10:00 AM - 4:00 PM
MONDAY - FRIDAY: 7:00 AM - 6:00 PM
SATURDAY: 8:00 AM - 5:00 PM

SIGNED PACKING SLIP # 60181 VERIFIES MERCHANDISE WAS RECEIVED IN GOOD ORDER BY:
JOHN

Mural Commission Proposal
Artist: James Barany Studios LLC
Client: Krieser Construction Co.
Date: April 7, 2026

Access to Wall

Site inspection and Google Maps review confirm that in-house rolling ladders and podiums will allow the mural to be completed safely and efficiently.

Permission & Source Image

The final mural will be an original composition inspired by the work of photographer Edgar Mueller, specifically his Horicon-based “Goose Explosion” imagery. This piece will function as a respectful homage while maintaining a distinct, original artistic interpretation.

Surface Preparation

Wall preparation to include:
• Pressure washing
• Rust treatment (vinegar scrub as needed)
• Primer application (LOXON or equivalent), to be completed by Krieser Construction Co. prior to mural start date

A $500 reduction is already reflected in the bid for this pre-priming support.

Design Proposal

•50’ x 16.5’ mural spanning the front and side of the building
• Dynamic wrap-around element at the front corner
• Tonal “Wisconsin/Natural” color palette (Matrix of potential colors attached)
• Composition featuring geese breaking formation to enhance movement and energy
• Underpainting of Horicon Marsh using tonal/fractal color structure

• 4-Layered stencil application of multiple Canadian geese using enamel-based spray paint (matrtix of Canadian Geese images attached). 8 matrix images are proposed, flipping them allows for a total of 16 total variations on the waterfowl. The further back the birds in the image, the lighter the tonal range to create an illusion of shallow depth as depicted in the concepts, with the exception of the wrap around elements.
• Tribute remains a respectful homage to Mueller's historic work

All materials will be exterior-grade and selected for durability in Wisconsin climate conditions.

Scope of Work

This proposal includes one finalized design direction. Additional revisions beyond the agreed concept may incur additional fees.

Estimated Timeline

1-2 weeks/5-10 working days, weather permitting and contingent upon site readiness. Starting in early May as allowed by the weather.

Commission Fee

Total Bid: $6,850

Payment Schedule:
• Initial Payment: $3,425 due prior to start
• Final Payment: $2,825 due upon completion (adjusted to reflect $600 retaining fee paid August 2025)

Payable to: James Barany Studios LLC

This proposal assumes necessary image permissions will be obtained and that Krieser Construction Co. will complete surface preparation as outlined above.

I look forward to collaborating on this meaningful tribute.

Warmly,
James Barany

MAYVILLE SAVINGS BANK

200 S Main Street
Mayville, Wisconsin 53050
Phone: (920) 387-2310
Fax: (920) 387-5282

May 12, 2026

Krieser Construction Services LLC
20 Bridge Street
Mayville WI 53050

Krieser Construction Services LLC mortgage loan with Mayville Savings Bank is in good standing.

If you have any questions, please contact us at 920-387-2310.

Sincerely,

Jessica Schantzen

Jessica Schantzen
Vice President Lending

CITY OF MAYVILLE
FAÇADE IMPROVEMENT PROGRAM

CERTIFICATE OF COMPLETION

Applicant Name: ADAM PERSHA

Applicant Address: 42 S. MAIN ST.

Date of Completion: 4/1/2026

I certify that on the above date, work was completed on the façade of the property at the above address. I further certify that I have met all program requirements provided by the program Application and program Agreement. Included with this Certificate of Completion are accurate photos documenting the improvements, and a paid invoice for the work completed.

Applicant Signature:

Date: 4/29/2026

Return to:

City of Mayville
Community Development Authority
Façade Improvement Program
15 S. School Street
Mayville, WI 53050

Hometown Glass & Improvement, Inc.
N7171 Raceway Road
Beaver Dam, WI 53916
Phone: (920)887-3757
Fax: (920)887-3338
Like us on facebook!
facebook.com/hometownglass
hometownglass.com

Office Copy

WO # W045927

Federal Tax ID: 39-1612115

P/O#:

Taken By: Tim
Installer: Tony
SalesRep: Tim

Cust State Tax ID:
Cust Fed Tax ID:
Ship Via:

Adv. Code:PB

Invoice: I254222
Date: 4/20/2026

Bill To: 42SLLC

42 SOUTH MAIN LLC
500 S GERMAN ST, UNIT 2
MAYVILLE, WI 53050

(920) 583-0992

Sold To: 42SLLC

ED JONES STOREFRONT
42 MAIN ST.
MAYVILLE, WI 53050

Qty	Part Number	Description	Sell	Total
1	MISC	FURNISH AND INSTALL A HOLLOW METAL REAR ENTRY DOOR AND A WINDOW IN THE REAR OF THE BUILDING.	$5,020.00	$5,020.00
1	MISC	FURNISH AND INSTALL STOREFRONT WINDOWS AND AN ENTRANCE AT THE FRONT OF THE BUILDING.	$13,145.00	$13,145.00

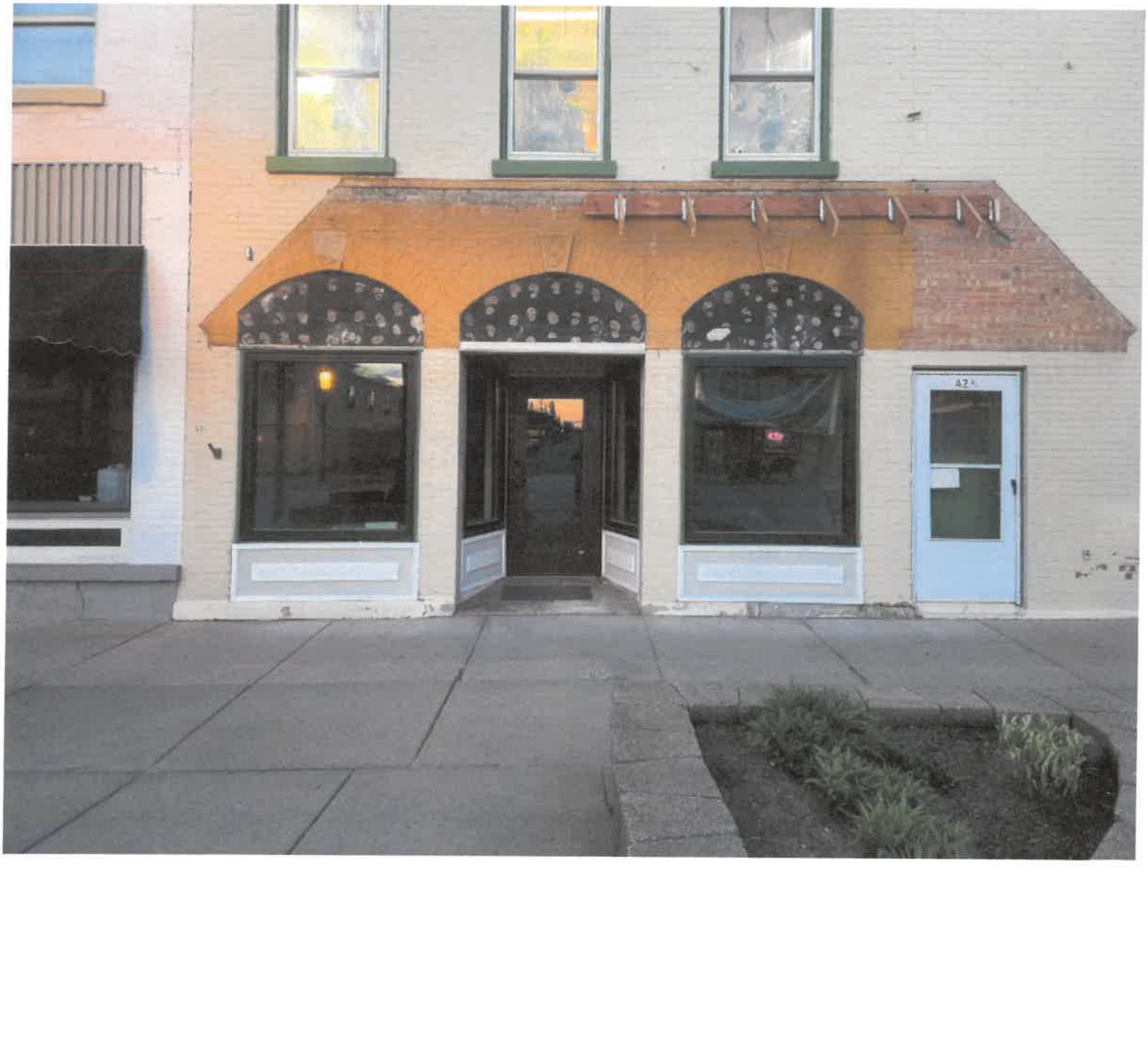
Thank you for your business!
IMPORTANT NOTICE: EFFECTIVE IMMEDIATELY
* All Credit and Debit card payments will be charged a 3% processing fee.
* A finance charge of 1.5% per month will be added to all unpaid balances after 30 days, 18% annum.

NET 30

On Account:

Sub Total:	$18,165.00
Tax:	$0.00
Total:	$18,165.00
Balance:	**$18,165.00**

Customer's Signature:



CITY OF MAYVILLE

FAÇADE IMPROVEMENT PROGRAM

CERTIFICATE OF COMPLETION

Applicant Name: Don Ramon

Applicant Address: 39 S. Main St Mayville, WI 53050

Date of Completion: 5-2-26

I certify that on the above date, work was completed on the façade of the property at the above address. I further certify that I have met all program requirements provided by the program Application and program Agreement. Included with this Certificate of Completion are accurate photos documenting the improvements, and a paid invoice for the work completed.

Applicant Signature: Eve Hasseldeck

Date: 5-21-26

Return to:

City of Mayville
Community Development Authority
Façade Improvement Program
15 S. School Street
Mayville, WI 53050

Lakeshore PROFESSIONAL

Lakeshore Professional Inc.

INVOICE

LSP ADVERTISING
270 Braemar Ct.
Bolingbrook, IL 60440
Ph: 708-217-7287 Ph: 630-901-0347
www.lspadvertising.com

Company: Don Ramon
Invoice #: 2660
Date: 03/13/2026
Phone: 9523887616

Contact 1: Julio
Contact 2: Eve Hasseldeck
Bill To: Don Ramon restaurante
Address: 39 S main st
City: Mayville State wi Zip 53050

Phone: 9523887616
Cell: 9202960250
Fax:
E-mail: evehasseldeck@gmail.com

Item	Description	Size	Order	Price
1	Set Channel Letters			
	Letters and install included			$ 7500.-
	costumer is responsible for permi	& licence	Fees	
1	Front Awning 10 ft wide			$ 2000
1	Rear Awning 5 ft Wide			$1000

Pd
2500.- cash
3000.- chk #7464
5-2-26

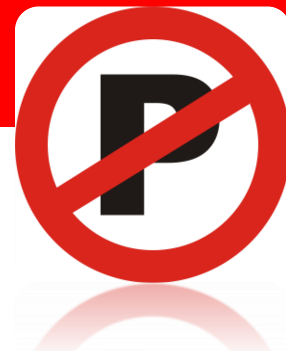
Thank You for your order.
PLEASE PAY FROM THIS INVOICE.

Merchandise:	Tax:	Total:	Deposit:	Balance:
$ 10,500.00		$ 10,500.00	$ 5,000.00	$ 5,500.00

Signature: Date:

OS		Spots	Hand	10 Min.	Suggestions/comments for Parking changes
	Legion	2	1		Parking in the Back
	Legacy Medical Services	2			Easy parking in the back
	Edward Jones	3			Easy parking in the back
	Madden	5			Easy parking in the back
	Lavish	4			Easy parking in the back
	Nail NV	2			Doesn’t want to park off street (carries $$ to car every night)
	Empty				No Issues
	D & L Wholesale	0			Encourage off street parking for business owners
	New sandwich shop	0			
	Scotti's Dog House	2			Requests spot for Elderly (customers cannot enter from back)
	Empty	2			no issues
	Open Door	1			
	Gateway	2			New hours at the coffee shop helped Gateway
	The Loft	1			New hours at the coffee shop helped the Loft/ Limited hours
	Wings	2			Tear down building next door for parking
	Empty	2			No Issues
	MACC/MSM	1			No Issues
	Empty	2			No Issues
	Sweet Peas Pies	1			Bridge Street Parking requested
	Posie	0			Back Parking 5 spaces
	Budahns	3			No Issues
	Ruedebusch Building	5			No Issues
	Jon Jacobs	1			No issues
	Sidelines	2			No Problems, add lines next to Don Ramons (empty spot)
	The Tinker Shoppe	1			
	Success Mortgage	2			
	New China	0			had/has 1 designated spot when square is up
	Don Ramon	2			
	The Natural Way	6		2	Businesses should park off Street,2/10 Min Signs
	Richies up your Alley	3			Thursday nights are an issue
	All Promotions	2			No Issues
	CA Cellars	1			
	Gregs Barber Shop	1			no problems- Meters to encourage Lot parking
	Paladina	2			No Issues
	Links	1			Not open very often (does create issues on Thursday nights)
	Mayville Chiropractic	1	1		Bridge Street closure was an issue
	Park Square				Blocks 6 stalls with 12 left behind the square for parking
		67	2	2	

No Parking?

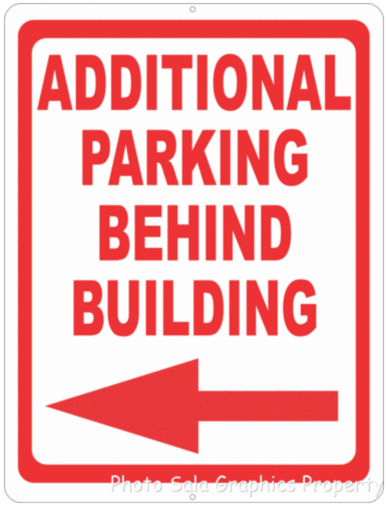


East Main off Street Lot E 38 & 3 Handicapped
West Main off Street Lot D 35 & 5 Handicapped
Allen Street 12/20
Bridge Street 18
City Hall Parking Lot B 19
Main Street East Side 35 Spaces /1 Handicapped
Main Street West Side 32 Spaces/1 Handicapped

186 Parking Spaces without City Hall Lot

Maximum Walking distance for rural city customers
300-600 feet (120-240 Steps) .05 miles

- Chicago 1600 ft
- Parks, Stadiums 2000 ft
- Airports 2000-8000 ft



Factors

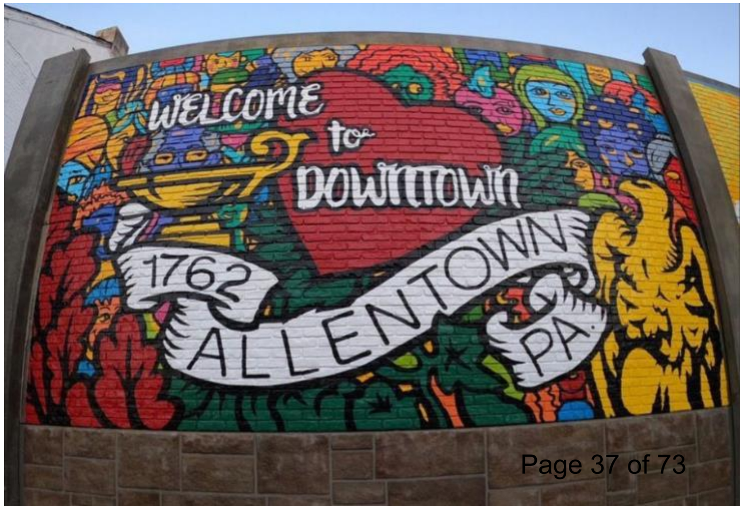
- The Path of Travel

Friction- obstacles on Path
Crossing the street, road barriers
Rain Protection

- Safety

Walkways well lit, weather protection
Open surface lots perceived as safer then
Enclosed lots.

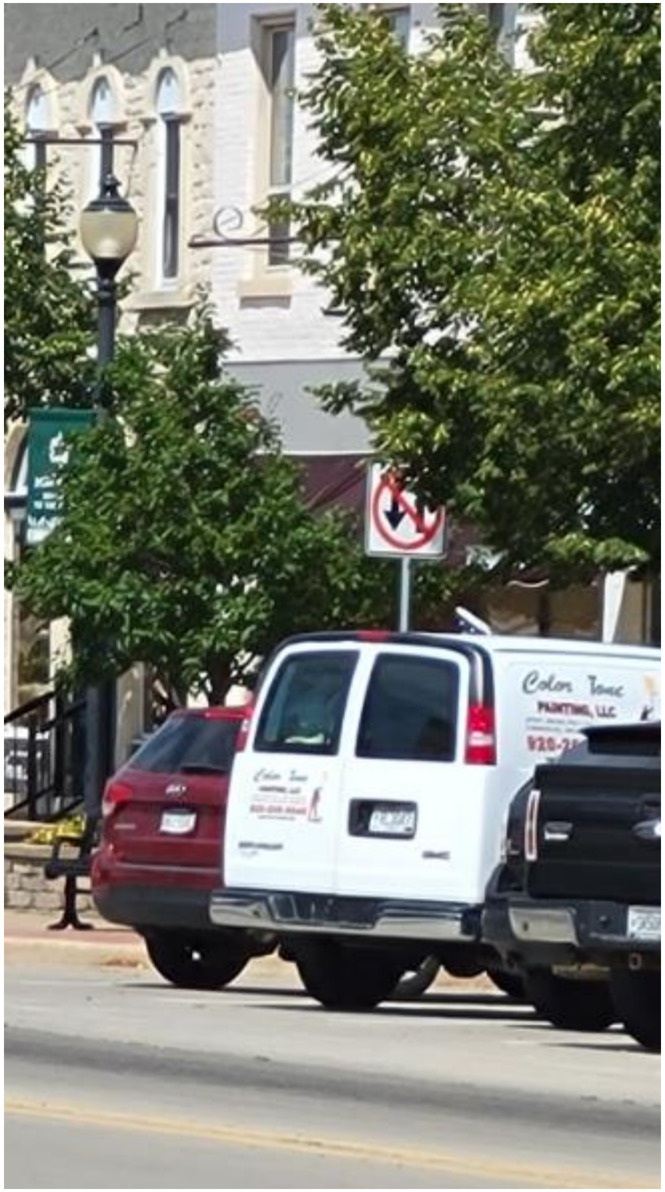
Alley Art

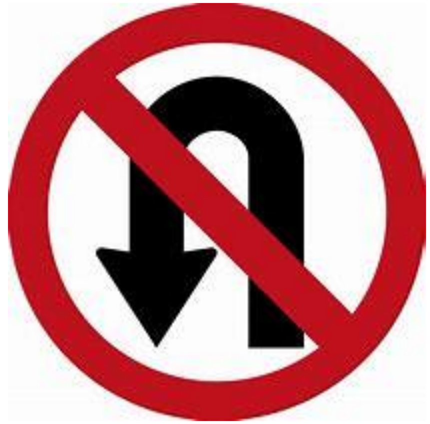


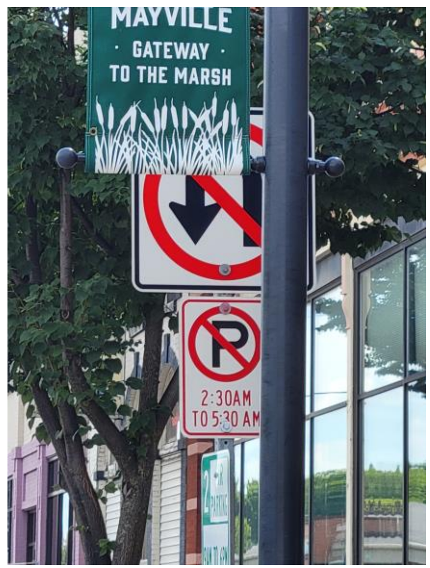
Business comments

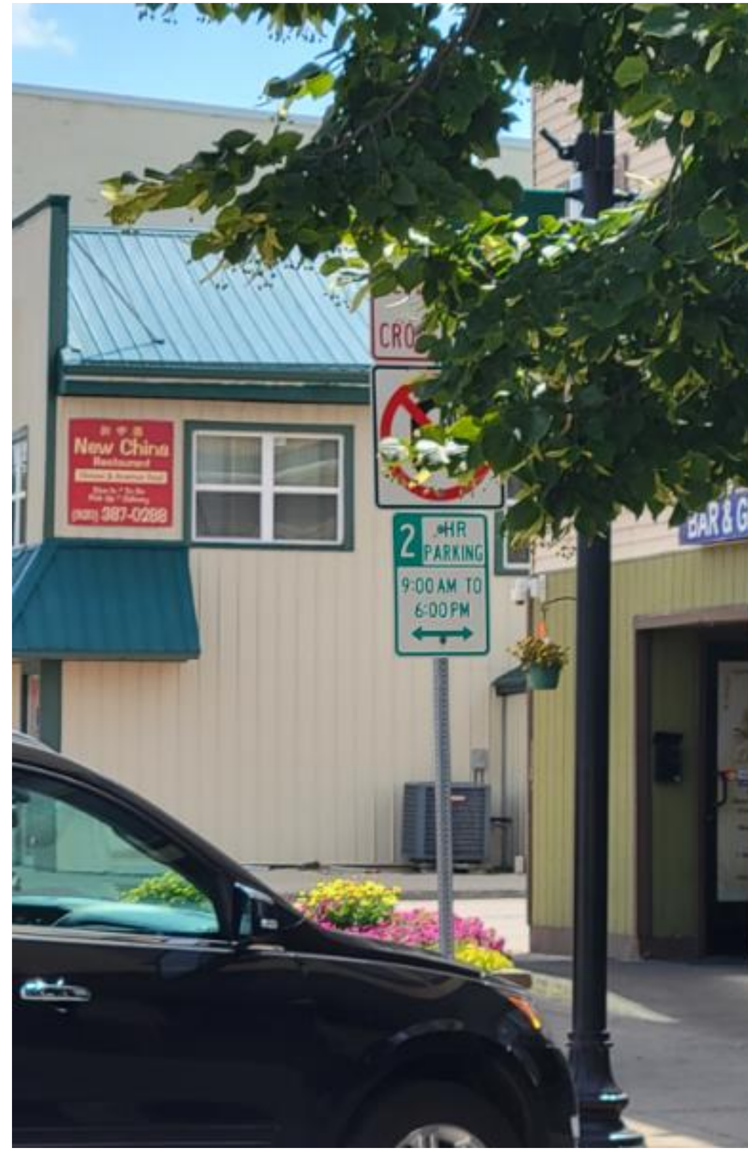
Encourage off street parking for businesses
Can I have a spot for elderly customers?
Changing hours can help!
Tear down the building next to me for parking
East Bridge Street Parking could be added?
Thursday nights are an issue
Meters to encourage off Street parking
Bridge St. closure is an issue
Park square takes 6-7 stalls when open
Put yellow lines next to 1st open space by Don Ramon

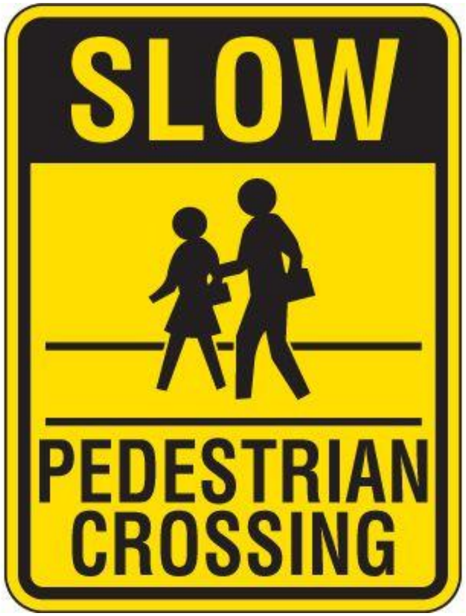
How do we encourage off street parking?

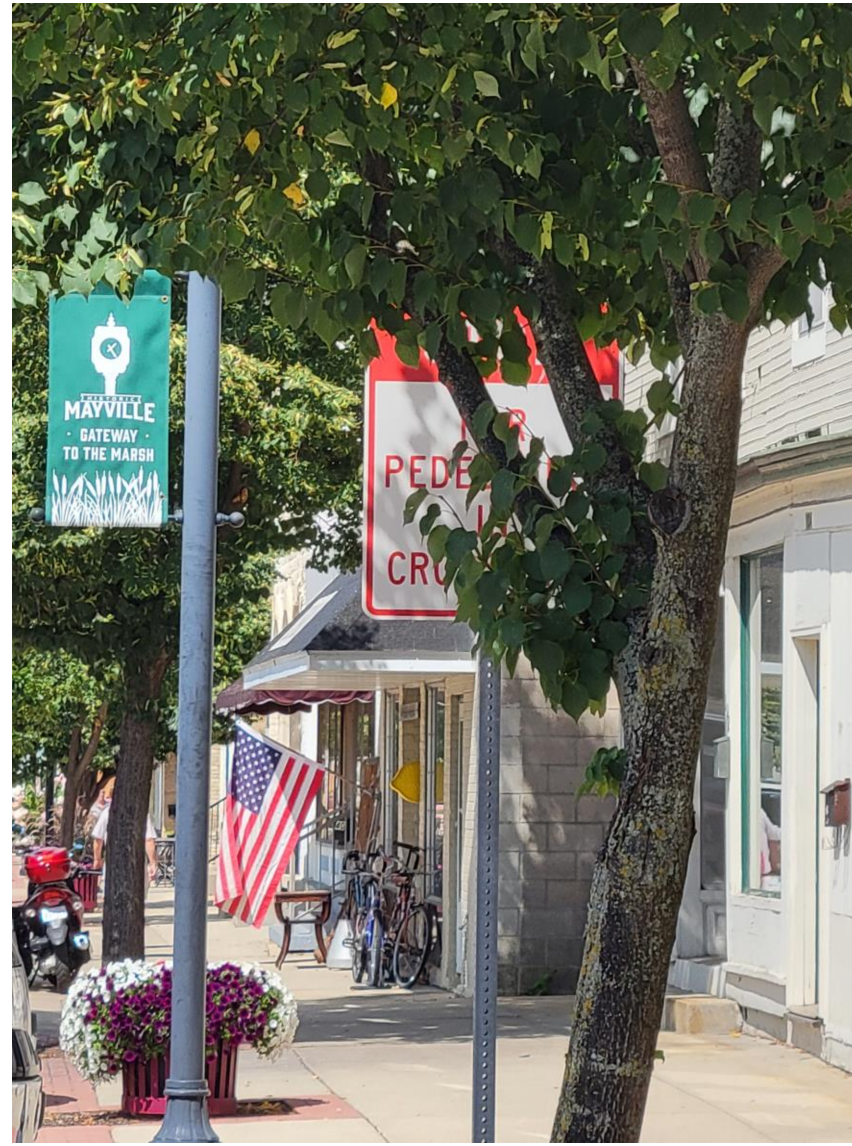


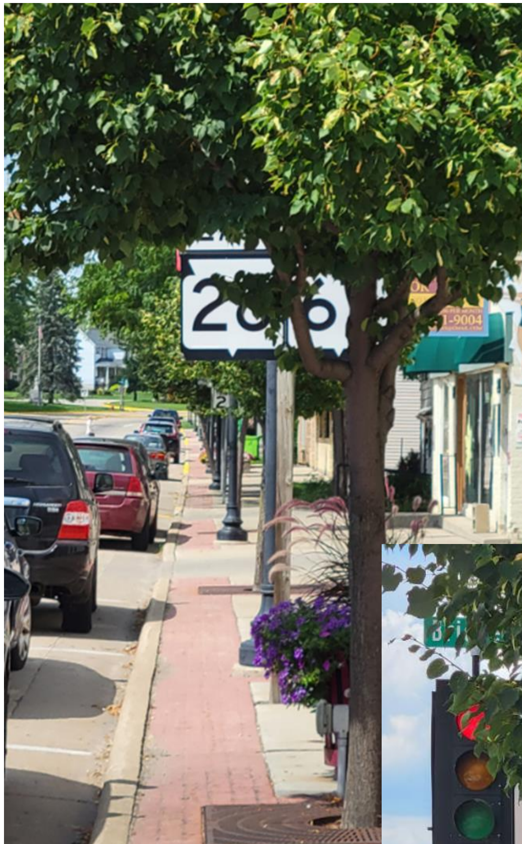


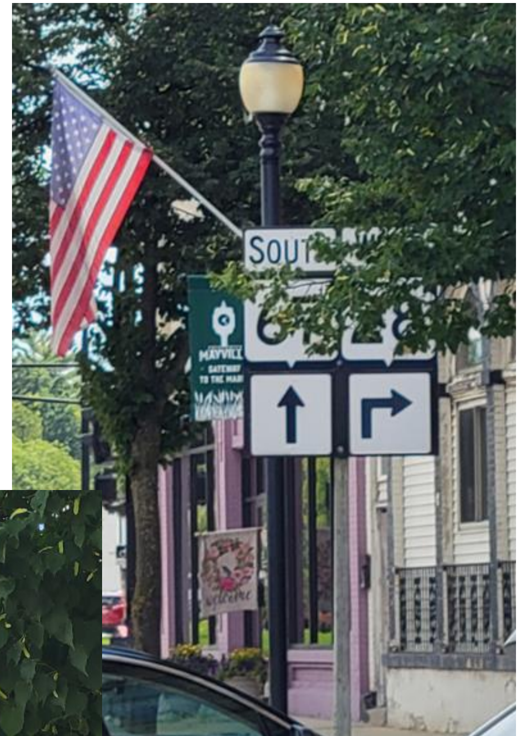

MAYVILLE
GATEWAY
TO THE MARSH
2:30AM
TO 5:30 AM

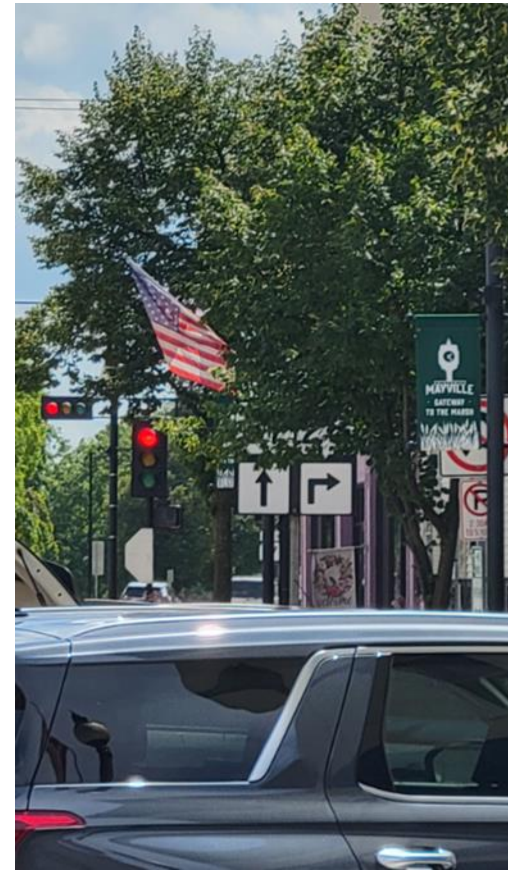

New China
Restaurant
2 HR
PARKING
9:00 AM TO
6:00 PM

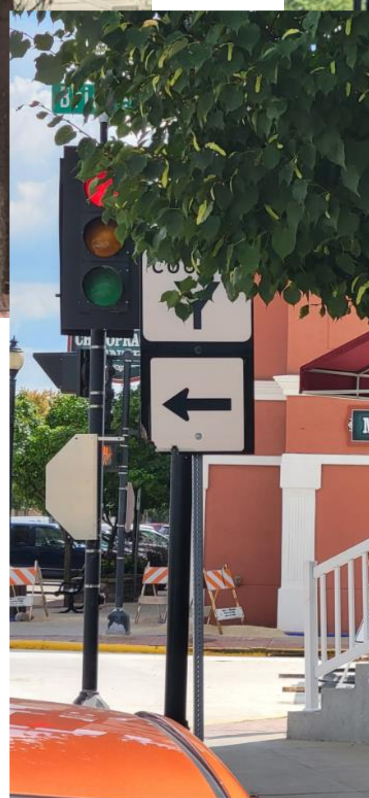

SLOW
PEDESTRIAN
CROSSING


MAYVILLE
GATEWAY
TO THE MARSH

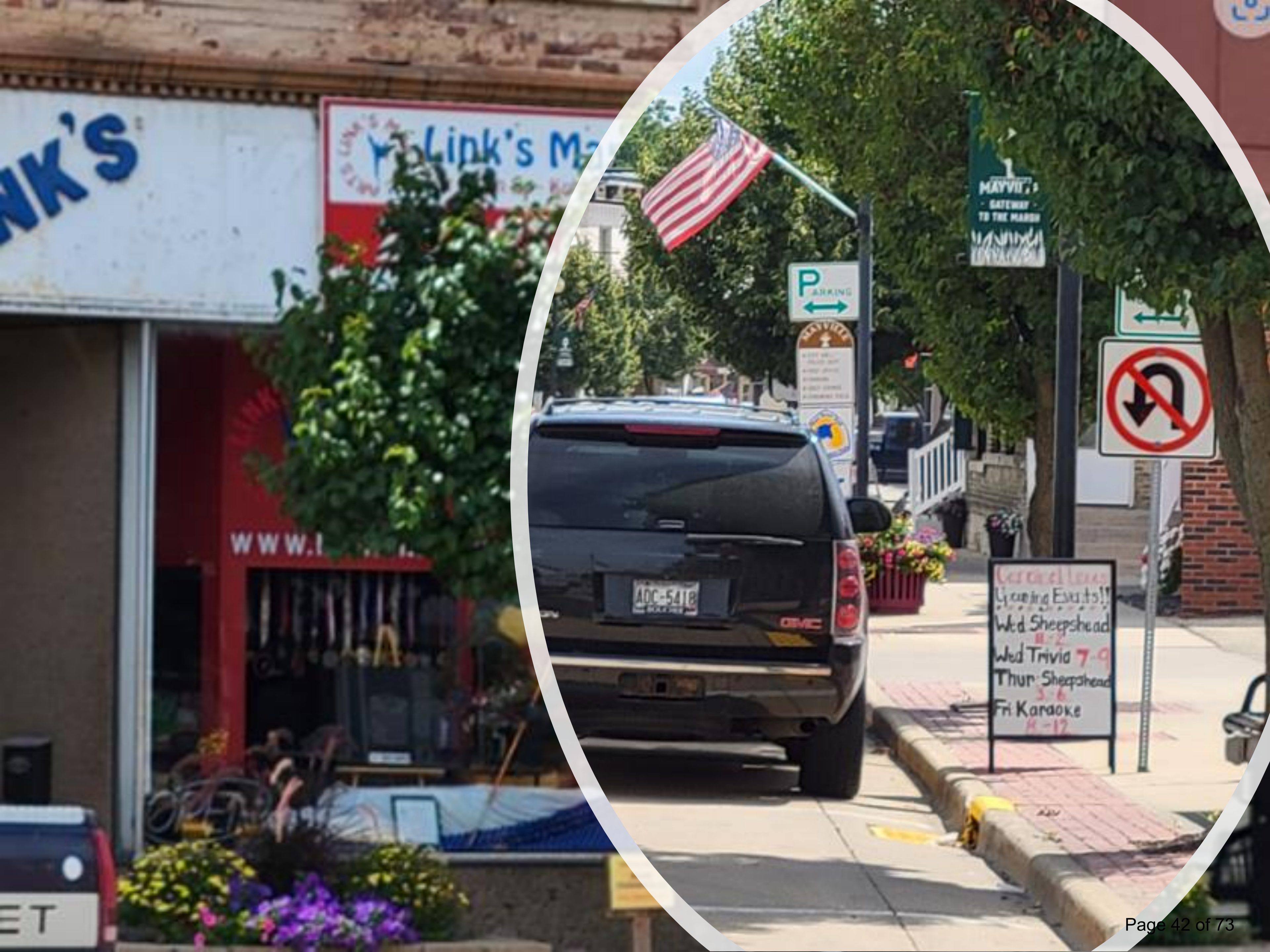


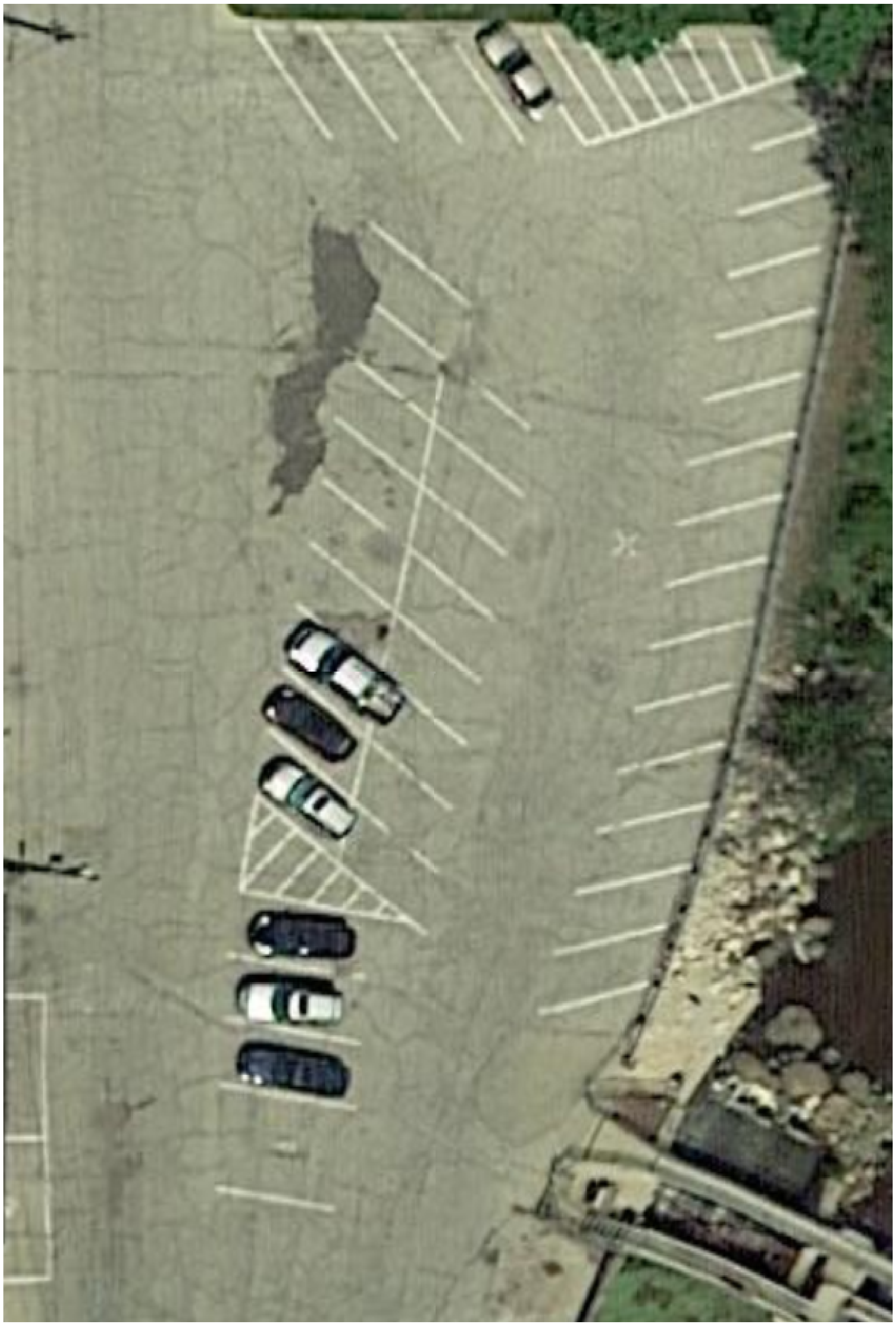




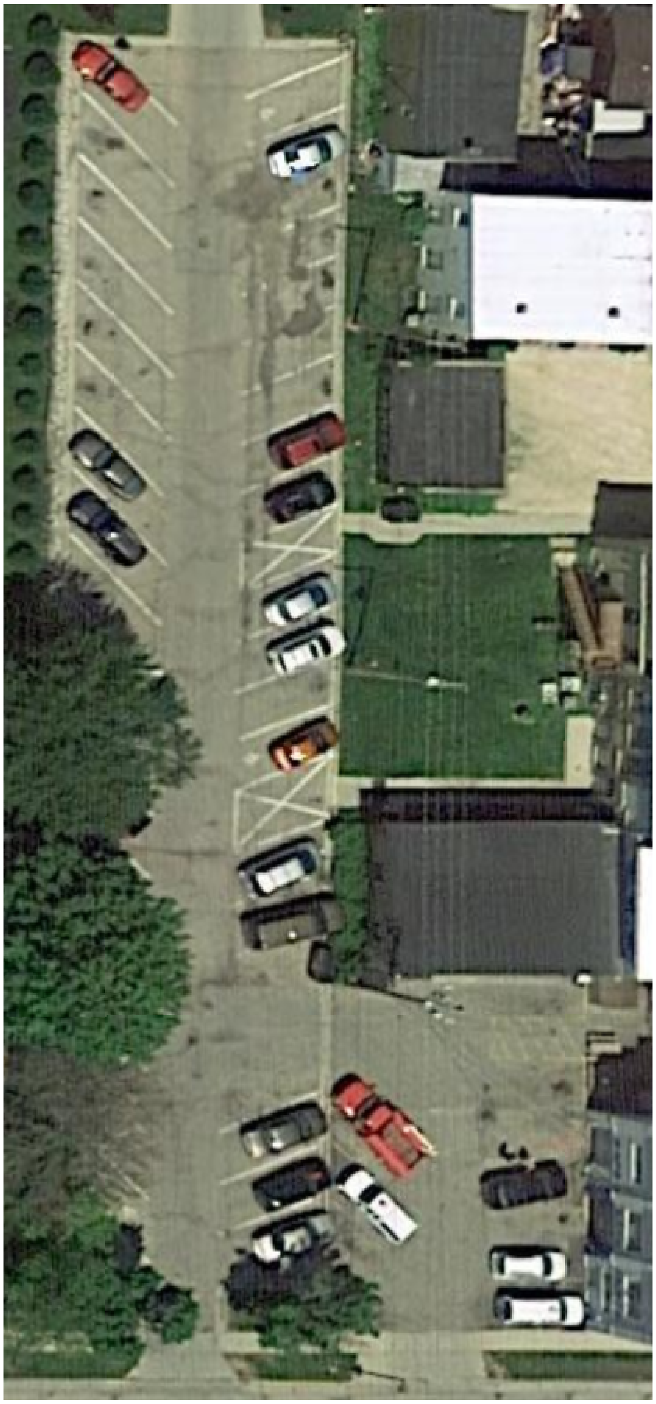


Highway Signs

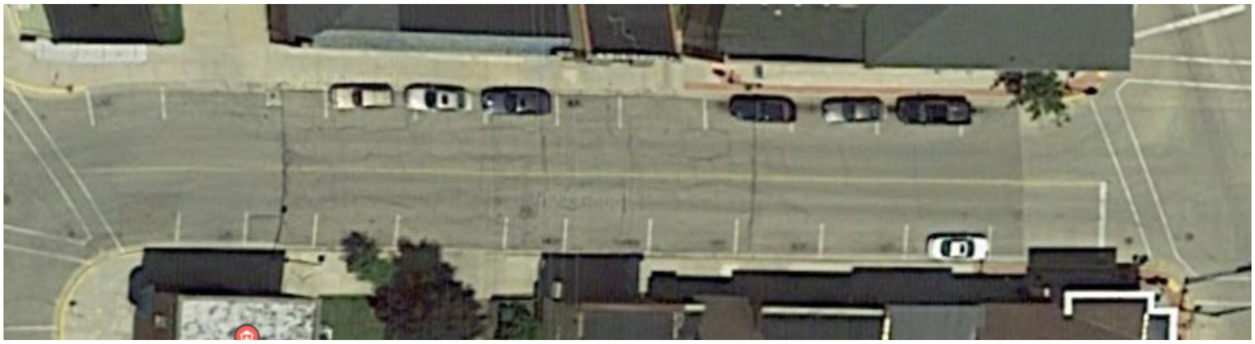

GATEWAY
TO THE MARSH
ARKING
Wed Sheepshead
Wed Trivia 7-9
Thur Sheepshead
Fri Karaoke
GMC



East Main Parking Lot E- 38 Spots + 3 handicapped



West Main Parking Lot D- 35 Spots + 5 Handicapped



Bridge Street 18 Spots

Allen Street 20 Spots – 7 taken in the square

Allen Street 12

Bridge Street 18

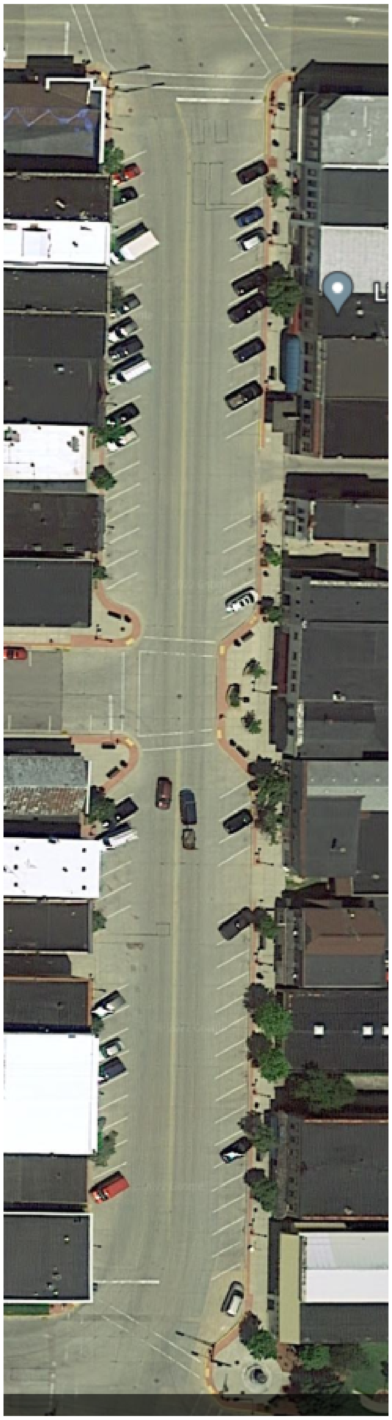
Main Street 67

East Main 38

West Main 35

Handicapped 10

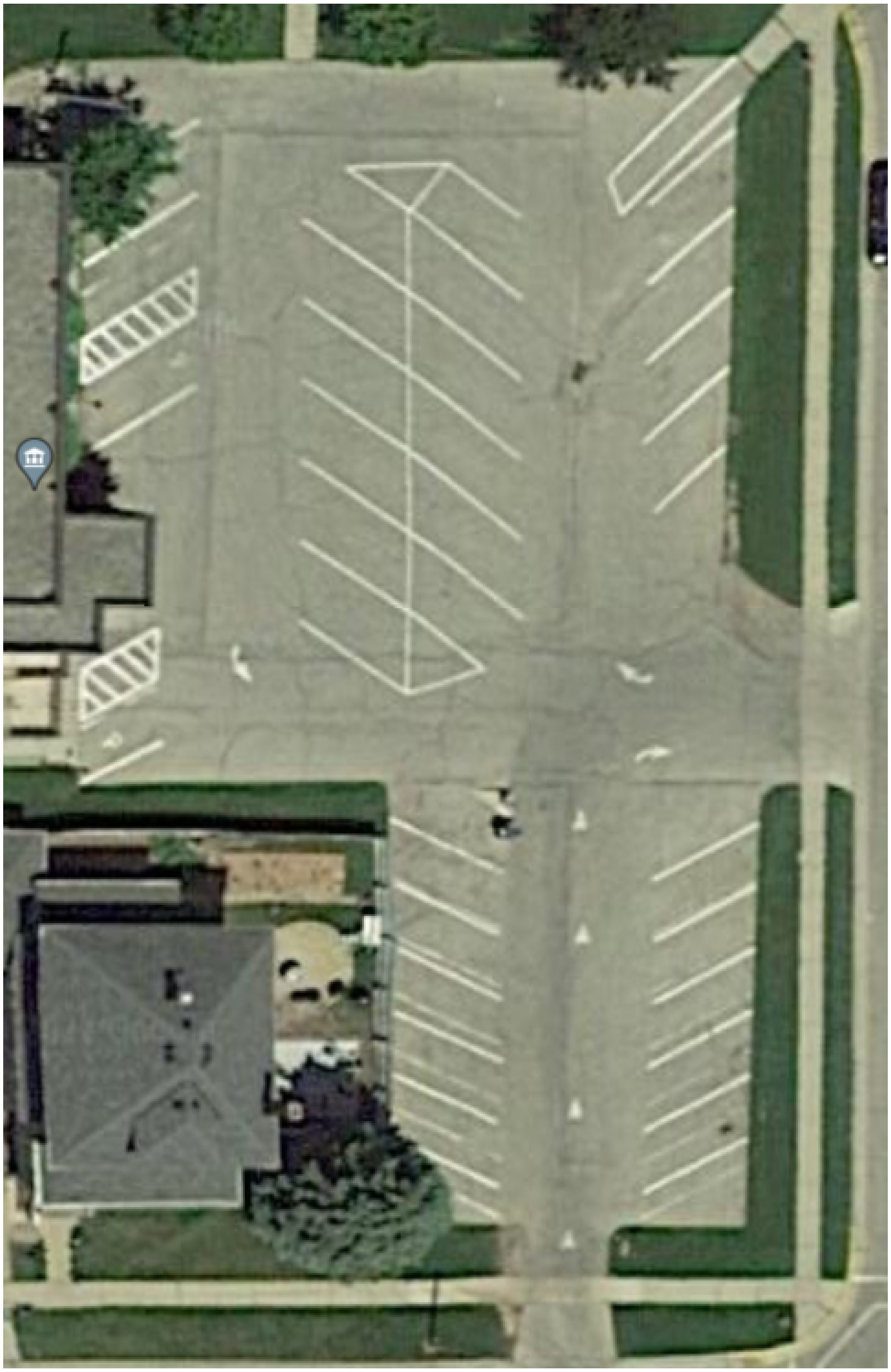
180 Parking Spaces



Main Street

East side 35 spaces/1 handicapped

West Side 32 spaces/1 handicapped



City Hall Parking Lot B -11 spots

19 City Hall Spots

15 South School Street, PO Box 273, Mayville WI 53050
Phone: 920.387.7900 Fax: 920.387.7919
WWW.MAYVILLECITY.COM

STAFF MEMO

Meeting Date: May 27, 2026
To: Community Development Authority/Enhancements Committee
From: Anastasia Gonstead – Clerk/Executive Assistant
Subject: Overview of Wisconsin Municipal Room Tax Authority and Considerations for Implementation

Background:

Under Wisconsin law, municipalities are authorized to impose a "room tax" on short-term lodging accommodations pursuant to Wis. Stat. § 66.0615. The tax is commonly used by communities to support tourism promotion, tourism development, and visitor-related economic activity.

A room tax is imposed on the rental of lodging accommodations, including hotels, motels, inns, and certain short-term rentals such as Airbnb or VRBO properties rented for fewer than 30 consecutive days. Marketplace providers are also subject to collection and remittance requirements under state law.

Overview of How Municipal Room Taxes Work

Statutory Authority
Wisconsin municipalities (cities, villages, and towns) may adopt a room tax ordinance under Wis. Stat. § 66.0615. The tax is collected from occupants staying in lodging facilities and is generally administered locally.

Typical Tax Structure

- The room tax is charged as a percentage of the lodging bill.
- The tax is paid by visitors/occupants rather than directly by residents.
- Municipalities determine the tax rate by ordinance, subject to statutory limitations and requirements.
- In many Wisconsin communities, room tax rates range from approximately 4% to 8%, though some exceptions exist for convention center financing or special statutory circumstances.

Use of Revenue
Wisconsin law strictly regulates the use of room tax revenue.
For municipalities imposing a room tax after May 13, 1994:

- At least 70% of room tax revenue must be spent on "tourism promotion and tourism development."
- These funds are generally forwarded to a tourism entity or tourism commission.

- The remaining 30% may generally be retained for municipal purposes unless otherwise restricted.

Examples of qualifying tourism promotion/development expenditures include:

- Advertising and marketing campaigns
- Visitor guides and tourism materials
- Event recruitment
- Convention and sports tourism promotion
- Visitor information services

Importantly, room tax revenues generally may not be used to construct or develop lodging facilities.

Tourism Commission Requirements
If a municipality imposes a room tax, it may establish a tourism commission. In multi-municipality "zones," a commission is required. State law specifies commission membership composition and reporting obligations, including representation from the lodging industry.

Reporting and Administration
Municipalities imposing room tax must:

- File annual reports with the Wisconsin Department of Revenue;
- Report tax collections and expenditures;
- Identify tourism entities receiving funds; and
- Maintain compliance with statutory accounting and reporting requirements.

Municipalities may also audit lodging providers and establish forfeitures for noncompliance.

Potential Advantages of Implementing a Room Tax
1. Generates Revenue from Visitors Rather than Residents
A room tax allows municipalities to capture revenue from tourism and transient visitors who utilize local infrastructure, amenities, and services.
2. Supports Tourism and Economic Development
Dedicated tourism funding can:

- Increase visitor traffic;
- Support local events and festivals;
- Promote area attractions;
- Increase spending at local businesses; and
- Enhance economic activity.

3. Reduces Reliance on Property Taxes
Room tax revenues can offset certain municipal expenditures and potentially reduce pressure on property tax levies or general fund budgets.
4. Creates Stable Funding for Marketing
Tourism organizations often benefit from a predictable and dedicated funding source that supports long-term planning and branding efforts.

5. Captures Revenue from Short-Term Rentals
The statute now expressly incorporates marketplace providers and short-term rentals, helping municipalities collect taxes from the growing vacation rental market.

Potential Disadvantages and Challenges

1. Restricted Use of Funds
The largest limitation is statutory spending restrictions. At least 70% of revenues must generally be dedicated to tourism promotion and development, limiting municipal flexibility.
2. Administrative Burden
Implementing a room tax requires:
- Ordinance drafting;
- Collection procedures;
- Reporting systems;
- Auditing capabilities;
- Coordination with lodging operators; and
- Compliance monitoring.

Staff time and legal review may increase accordingly.
3. Potential Industry Opposition
Hotels, motels, and short-term rental operators may oppose additional taxation if they believe it could:
- Discourage bookings;
- Reduce competitiveness with nearby municipalities; or
- Increase administrative complexity.

4. Tourism Dependence
Room tax revenues may fluctuate significantly based on:
- Economic downturns;
- Weather conditions;
- Seasonal tourism trends; or
- Public health events.

This can make budgeting less predictable than traditional tax revenues.
5. Governance Considerations
If a tourism commission or tourism entity receives funds, questions may arise regarding:
- Oversight;
- Accountability;
- Funding priorities; and
- Alignment with municipal goals.

6. Public Perception Concerns
Residents may question why revenues cannot be more broadly used for streets, police, parks, or infrastructure if the majority of funds are statutorily earmarked for tourism activities.

15 South School Street, PO Box 273, Mayville WI 53050
Phone: 920.387.7900 Fax: 920.387.7919
WWW.MAYVILLECITY.COM

Policy Considerations for the Commission

If the Commission wishes to further explore implementation, key questions may include:

- Does the municipality have sufficient tourism activity to justify administration of the tax?
- What projected annual revenue could reasonably be expected?
- Which lodging facilities and short-term rentals would be subject to the tax?
- Is there an existing tourism entity capable of administering promotional activities?
- Would the municipality create a tourism commission?
- What room tax rates are neighboring municipalities charging?
- Would implementation support broader economic development goals?

Conclusion

A municipal room tax can provide a valuable revenue source that supports tourism promotion and local economic development while shifting part of the tax burden to visitors. However, Wisconsin law imposes significant restrictions on how revenues may be used, and implementation requires administrative oversight and coordination with lodging providers and tourism entities.
Before proceeding, the municipality may wish to evaluate projected revenues, tourism activity levels, administrative costs, and community priorities to determine whether implementation would provide sufficient public benefit.

Attachments: Sample Room Tax Ordinances

ARTICLE II. - ROOM TAX

> *Footnotes:*
>
> *--- (**1**) ---*
>
> ***State Law reference—** Room tax, Wis. Stats. § 66.0615.*

DIVISION 1. - GENERALLY

Sec. 12-23. - Definitions.

The following words, terms and phrases, when used in this article, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Gross receipts has the meaning as defined in Wis. Stats. § 77.51(12m) insofar as applicable.

Hotel or *motel* means a building or group of buildings in which the public may obtain accommodations for a consideration including, without limitation, such establishments as inns, motels, tourist homes, tourist houses or courts, lodginghouses, roominghouses, summer camps, apartment hotels, resort lodges and cabins and any other building or group of buildings in which accommodations are available to the public, except accommodations, including mobile homes as defined in Wis. Stats. § 101.91(10), manufactured homes as defined in Wis. Stats. § 101.91(2), and recreational vehicles as defined in Wis. Stats. § 340.01(48r), rented for a continuous period of more than one month and accommodations furnished by any hospitals, sanitariums, or nursing homes, or by corporations or associations organized and operated exclusively for religious, charitable or educational purposes provided that no part of the net earnings of such corporations and associations inures to the benefit of any private shareholder or individual.

Transient means any person residing for a continuous period of less than one month in a hotel, motel or other furnished accommodations available to the public.

(Code 1988, § 11.09(A))

Sec. 12-24. - Tax imposed.

Pursuant to Wis. Stats. § 66.0615, a tax is hereby imposed on the privilege and service of furnishing, at retail, rooms or lodging to transients by hotel keepers, motel operators and other persons furnishing accommodations that are available to the public, irrespective of whether membership is required for the use of the accommodations. Such tax shall be at a rate of five percent of the gross of receipts from such retail furnishing of rooms or lodging.

(Code 1988, § 11.09(B))

Sec. 12-25. - Town clerk/treasurer to administer.

This section shall be administered by the town clerk/treasurer. The tax imposed for each calendar quarter is due and payable on the last day of the month next succeeding the calendar quarter for which imposed. A return shall be filed with the town clerk/treasurer by those furnishing at retail such rooms and lodging, on or before the same date on which such tax is due and payable. Such return shall show the gross receipts of the preceding calendar quarter from such retail furnishing of rooms or lodging, the amount of taxes imposed for such period, and such other information as the town clerk/treasurer deems necessary. Every person required to file such quarterly return shall, with his first return, elect to file an annual calendar year or fiscal year return. Such annual return shall be filed within 90 days of the close of each such calendar or fiscal year. The annual return shall summarize the quarterly returns, reconcile and adjust for errors in the quarterly returns, and shall contain certain such additional information as the town clerk/treasurer requires. Such annual returns shall be made on forms as prescribed by the town clerk/treasurer. All such returns shall be signed by the person required to file a return or his duly authorized agent, but need not be verified by oath. The town clerk/treasurer may, for good cause, extend the time for filing any return, but in no event longer than one month from the filing date.

(Code 1988, § 11.09(C))

Sec. 12-26. - Permit required.

(a) *Application.* Every person furnishing rooms or lodging under section 12-24 shall file with the town clerk/treasurer an application for a permit for each place of business. Every application for a permit shall be made upon a form prescribed by the town clerk/treasurer and shall set forth the name under which the applicant transacts or intends to transact business, the location of his place of business, and such other information as the town clerk/treasurer requires. The application shall be signed by the owner if a sole proprietor and, if not a sole proprietor, by the person authorized to act on behalf of such sellers. At the time of making an application, the applicant shall pay to the town clerk/treasurer a fee in the amount established by the fee schedule for each permit.

(b) *Issuance of permit.* After compliance with section 12-30 by the applicant, the town clerk/treasurer shall grant and issue to each applicant a separate permit for each place of business within the town. Such permit is not assignable and is valid only for the person in whose name it is issued and for the transaction of business at the place designated therein. It shall at all times be conspicuously displayed at the place for which it is issued.

(c) *Revocation of permit.* Whenever any person fails to comply with this section the town clerk/treasurer may, upon ten days' notification and after affording such person the opportunity to show cause why his permit should not be revoked, revoke or suspend any or all of the permits held by such person. The town clerk/treasurer shall give to such person written notice of the suspension or revocation of any of his permits. The town clerk/treasurer shall not issue a new permit after the revocation of a permit unless he is satisfied that the former holder of the permit will comply with the provisions of this section. A fee in the amount established by the fee schedule shall be imposed for the renewal or issuance of a permit which has been previously suspended or revoked.

(Code 1988, § 11.09(D)—(F))

Sec. 12-27. - Liability on sale of business.

If any person liable for any amount of tax under this section sells out his business or stock of goods or quits the business, his successors or assigns shall withhold sufficient of the purchase price to cover such amount until the former owner produces a receipt from the town clerk/treasurer that it has been paid or a certificate stating that no amount is due. If a person subject to the tax imposed by this section fails to withhold such amount of tax from the purchase price as required, he shall become personally liable for payment of the amount required to be withheld by him to the extent of the price of the accommodations valued in money.

(Code 1988, § 11.09(G))

Sec. 12-28. - Audits.

(a) The town clerk/treasurer may, by office audit, determine the tax required to be paid to the town or the refund due to any person under this article. This determination may be made upon the basis of the facts contained in the return being audited or on the basis of any other information within the town clerk/treasurer's possession. One or more such office audit determinations may be made of the amount due for anyone or for more than one period.

(b) The town clerk/treasurer may, by field audit, determine the tax required to be paid to the town or the refund due to any person under this article. The determination may be made upon the basis of the facts contained in the return being audited or upon any other information within the town clerk/treasurer's possession. The town clerk/treasurer is authorized to examine and inspect the books, records, memoranda, and property of any person in order to verify the tax liability of that person or of another person. Nothing herein shall prevent the town clerk/treasurer from making a determination of tax at any time.

(Code 1988, § 11.09(H))

Sec. 12-29. - Failure to file return.

(a) If any person fails to file a return as required by this section, the town clerk/treasurer shall make an estimate of the amount of the gross receipts under section 12-24. Such estimate shall be made for the period for which such person failed to make a return and shall be based upon any information which is in the town clerk/treasurer's possession or may come into his possession. On the basis of this estimate the town clerk/treasurer shall compute and determine the amount required to be paid to the town, adding to the sum thus arrived a penalty equal to ten percent thereof. One or more such determinations may be made for one or more than one period.

(b) All unpaid taxes under this section shall bear interest at the rate of ten percent per annum from the due date of the return until the first day of the month following the month in which the tax is paid or deposited with the town clerk/treasurer. All refunded taxes shall bear interest at five percent per annum from the date of the return until the first day of the month following the month in which said taxes are refunded. An extension of time within which to file a return shall not operate to extend the due date of the return for purposes of interest computation. If the town clerk/treasurer determines that any overpayment of tax has been made intentionally or by reason of carelessness or neglect, or if the tax which was overpaid was not accompanied by a complete return, it shall not allow any interest thereon.

(c) Delinquent tax returns shall be subject to a late filing fee in the amount established by the fee schedule. The tax imposed by this section shall become delinquent if not paid:

(1) In the case of a timely filed return, within 30 days after the due date of the return, or within 30 days after the expiration of an extension period if one has been granted.

(2) In the case of no return filed or a return filed late, by the due date of the return.

(d) If due to negligence no return is filed, or a return is filed late or an incorrect return is filed, the entire tax finally determined shall be subject to a penalty of 25 percent of the tax exclusive of interest or other penalties. If a person fails to file a return when due or files a false or fraudulent return with the intent in either case to defeat or evade the tax imposed by this section, a penalty of 50 percent shall be added to the tax required to be paid, exclusive of interest and other penalties.

(Code 1988, § 11.09(I))

Sec. 12-30. - Bond.

In order to protect the revenue of the town, the town clerk/treasurer may require any person liable for the tax imposed by this section to place with him, before or after a permit is issued, such security, not in excess of $5,000.00 as the town clerk/treasurer determines. If any taxpayer fails or refuses to place such security, the town clerk/treasurer may refuse or revoke such permit. If any taxpayer is delinquent in the payment of the taxes imposed by this section, the town clerk/treasurer may, upon ten days' notice, recover the taxes, interest and penalties from the security placed with the town clerk/treasurer by such taxpayer. No interest shall be paid or allowed by the town to any person for the deposit of such security.

(Code 1988, § 11.09(J))

Sec. 12-31. - Records.

Every person liable for the tax imposed by this section shall keep or cause to be kept such records, receipts, invoices and other pertinent papers in such form as the town clerk/treasurer requires.

(Code 1988, § 11.09(K))

Sec. 12-32. - Penalty.

Any person who is subject to the tax imposed by this section who fails to obtain a permit as required in section 12-26 or who fails or refuses to permit the inspection of his records by the town treasurer after such inspection has been duly requested by the town clerk/treasurer, or who fails to file a return as provided in this section, or who violates any other provision of this section, shall forfeit not less than $100.00 nor more than $500.00. Each day, or portion thereof, that such violation continues is hereby deemed to constitute a separate offense.

(Code 1988, § 11.09(L))

State Law reference— Penalty, Wis. Stats. § 66.0615(3).

Secs. 12-33—12-52. - Reserved.

DIVISION 2. - MISCELLANEOUS ADMINISTRATIVE PROVISIONS

Sec. 12-53. - Intent.

It is the intention of this division to make the town a member of the room tax commission, and said division shall be construed, insofar as possible, with similar ordinances of the City of La Crosse and the Town of Shelby, both relating to this subject.

(Code 1988, § 11.09 (E))

Sec. 12-54. - Room tax distribution.

The La Crosse County Convention and Visitors Bureau ("LCCVB") shall be the tourism entity in which room tax mandated under statute to be spent on tourism promotion and tourism development is allocated for the town pursuant to Wis. Stats. § 66.0615(1m)(d)(2).

(Ord. No. 11.10-2015, § 1, 12-8-2015)

Secs. 12-55—12-59. - Reserved.

VILLAGE OF CROSS PLAINS

ORDINANCE 2024-02

AN ORDINANCE TO CREATE CERTAIN PROVISIONS OF THE CROSS PLAINS CODE OF ORDINANCES REGARDING THE COLLECTION AND DISTRIBUTION OF ROOM TAX FUNDS

The Village Board of the Village of Cross Plains, Dane County, Wisconsin does hereby ordain as follows:

1. Section 5.02(n) of the Cross Plains Code of Ordinances regarding the creation of the Cross Plains Tourism Commission is hereby created to now read as follows:

   (n) **Cross Plains Tourism Commission.**

   (1) **Purpose.** The Cross Plains Tourism Commission is created and shall be responsible for developing ideas for promotion of the Village of Cross Plains by creating marketing projects and a marketing plan for the greater Cross Plains area. The Commission shall be responsible for developing rules and regulations for the evaluation of room tax applications and other funds designated by the Village Board for marketing of the Village. The Commission shall be responsible for coordinating tourism promotion and tourism development for the Village. "Tourism promotion and tourism development" has the meaning as provided in Section (n)(4) as amended from time to time.

   (2) **How Constituted.** The Cross Plains Tourism Commission shall consist of one representative from the Village Board, one representative from the Wisconsin hotel and motel industry that is currently doing business within the Village of Cross Plains, and three citizen residents of the Village of Cross Plains.

   (3) **Terms.** The Board representative shall be appointed annually by the Village President and confirmed by the Village Board at its first meeting of May in each year. The Village President shall appoint the member of the Commission that represents the hotel and motel industry, and the three citizen members. The member of the hotel/motel industry and the three citizen members shall be confirmed by a majority vote of the members of the Village Board who are present when the vote is taken. The member of the hotel and motel industry, and the citizen members shall each serve a one-year term, beginning on June 1 of each year, and each may be

appointed for successive one-year terms. The members of the Commission shall meet regularly, and the Village Board representative shall be the Chair of the Commission.

(4) **Duties.**

a. The Tourism Commission is charged with creating a marketing plan for tourism promotion and development within the Village of Cross Plains.

b. The Commission shall allocate and disburse the room tax revenue that it receives from the Village for tourism promotion and tourism development in the municipality. For purposes of this section (n), "tourism promotion and development" means any of the following that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment on which a room tax may be imposed, that are owned by different persons and located within the municipality in which a room tax is in effect; or, if the Village has only one such establishment, reasonably likely to generate paid overnight stays in that establishment:

1. Marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials or efforts to recruit conventions, sporting events or motor coach groups.
2. Transient tourist informational services.
3. Tangible municipal development, including a convention center.

c. The Commission shall be responsible for receiving and reviewing applications requesting funds generated by the Village room tax. Any person or entity desiring room tax funds shall make application to the Commission upon forms and procedures as established by the Commission. Upon receiving an application, the Commission shall review the application and determine if the application furthers the goal of tourism promotion and development within the Village.

d. The Commission shall report annually to the Village Board the purposes for which the room tax revenues were spent.

e. The Commission may not use any room tax revenue to construct or develop a lodging facility.

f. The Commission shall report any delinquencies or inaccurate reporting to the Village that is due the tax.

g. Contracting with tourism entities to provide tourism services, provide support for staff or activities that promote tourism in the

Village of Cross Plains, or provide funding to agencies that manage events or activities that bring people to the Village.

2. Section 7.08 of the Cross Plains Code of Ordinances, Room Tax, is created to read as follows:

SECTION 7.08 Room Tax.

(a) **Definitions.** The following words, terms and phrases, when used in this section, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

(1) **Gross Receipts.** As defined in Wis. Stats. §77.51(4)(a), (b), and (c) insofar as applicable.

(2) **Hotel, Motel, and Transient.** As defined in Wis. Stats. §77.52(2)(a)(1)

(3) **Short-term Rental.** A residential dwelling that is offered for rent for a fee and for fewer than 30 consecutive days.

(b) **Imposition of Tax**. Pursuant to Wis. Stats. §66.0615, a tax is hereby imposed on the privilege and service of furnishing, at retail, rooms or lodging to transients by hotelkeepers, motel operators, bed and breakfast operators short-term rental operators, and other persons furnishing accommodations that are available to the public, irrespective of whether membership is required for use of the accommodations. Such tax shall be at the rate of eight percent (8%) of the gross receipts from such retail furnishing of rooms or lodging. Such tax shall not be subject to the selective sales tax imposed by Wis. Stats. §77.52(2)(a)(1)

(c) **Distribution of Taxes Collected**. The proceeds of such tax when collected shall be apportioned thirty percent (30%) to the Village of Cross Plains for general administrative expenses and the remaining seventy percent (70%) to Village of Cross Plains Tourism Commission for use in promoting, developing, stimulating, expanding, and administering tourism-related activities.

(d) **Collection of Taxes.** Collection and disbursement of the room tax shall be administered by the Village Treasurer.

(1) **Reporting Periods.** The tax imposed under this section is due and payable within 30 days of the end of each calendar quarter for which imposed. A return shall be filed with the treasurer along with the taxes due by those furnishing at retail such rooms and lodging, on or before the same date on which such tax is due and payable. Such return shall show the gross receipts of the preceding calendar quarter for such retail furnishing of rooms or lodging, the amount of taxes imposed for such period, and such other information as the treasurer

deems necessary. Every person required to file such quarterly return shall, with his first return, elect to file an annual calendar year or fiscal year return. Such annual return shall be filed within ninety (90) days of the close of each such calendar or fiscal year. The annual return shall summarize the quarterly returns, reconcile and adjust for errors in the quarterly returns, and shall contain certain such additional information as the Village Treasurer requires. Such annual returns shall be made on forms as prescribed by the Village Treasurer. All such returns shall be signed by the person required to file a return or duly authorized agent, but need not be verified by oath. The Village Treasurer may, for good cause, extend the time for filing any return, but in no event longer than one (1) month from the filing date.

(2) **Sale or Conveyance of Business.** If any person liable for any amount of tax under this section sells out his business or stock of goods or quits the business, his successors or assigns shall withhold sufficient portion of the purchase price to cover such amount until the former owner produces a receipt from the Village Treasurer that it has been paid or a certificate stating that no amount is due. If a person subject to the tax imposed by this section fails to withhold such amount of tax from the purchase price as required, he shall become personally liable for the payment of the amount required to be withheld by him to the extent of the price of accommodations valued in money.

(3) **Determination of Tax by Audit.**

a. The Village Treasurer may, by office audit, determine the tax required to be paid to the Village or the refund due to any person under this Section. This determination may be made upon the basis of the facts contained in the return being audited or on the basis of any other information within the Village Treasurer's possession that meets the criteria set forth in Wis. Stats. §66.0615(2). One or more such office audit determination may be made of the amount due for any one or for more than one period.

b. The Village Treasurer may, by field audit, determine the tax required to be paid to the Village or the refund due to any person under this Chapter. The determination may be made upon the basis of facts contained in the return being audited or upon any other information with the Village Treasurer's possession. The Village Treasurer is authorized to examine and inspect the books, records, memoranda, and property of any person in order to verify the tax liability of that person or of another person. Nothing herein shall prevent the Village Treasurer from making a determination of tax at any time.

(4) **Failure to File Return.** If any person fails to file a return as required by this Chapter, the Village Treasurer shall make an estimate of the amount of the gross receipts under Subsection (b). Such estimates shall be made for the period for which such person failed to make a return and shall be based upon any information which is in the Village Treasurer's possession or may come into the Treasurer's possession. On the basis of this estimate, the Village Treasurer shall compute and determine the amount required to be paid to the Village, adding to the sum thus arrived at a penalty equal to ten percent (10%) thereof. One or more such determinations may be made for one or more than one period.

(5) **Interest on Unpaid Taxes.** All unpaid taxes under this Chapter shall bear interest at the rate of twelve percent (12%) per year from the due date of the return until the first day of the month following the month in which the tax is paid or deposited with the Village Treasurer. An extension of time within which to file a return shall operate to extend the due date of the return for purposes of interest computations. If the Village Treasurer determines that any overpayment of tax has been made intentionally or by reason of carelessness or neglect, or if the tax which has been overpaid was not accompanied by a compete return, he shall not allow any interest thereon.

(6) **Delinquent Returns: Late fees, Penalty.**

a. Delinquent tax returns shall be subject to a late filing fee of one hundred dollars ($100.00). The tax imposed by this Chapter shall become delinquent if not paid:

1. In the case of a timely filed return, within thirty (30) days after the due date of the return, or within thirty (30) days after the expiration of an extension period, if one is granted.
2. In the case of no return filed or a return filed late, by the due date of the return.

b. If due to negligence no return is filed, or a return is filed late, or an incorrect return is filed, the entire tax finally determined shall be subject to a forfeiture established herein as follows:

1. A forfeiture of 25% or $5,000.00, whichever is less, of the tax imposed and is due and owing within thirty (30) days after the due date of said return.
2. If a person fails to file a return when due or files a false or fraudulent return with the intent in either case to defeat or evade a tax imposed by this ordinance, a

forfeiture of 50% of the entire tax finally determined shall be added to the tax required to be paid exclusive of interest and other penalties.

(e) **Security Required.** In order to protect the revenue of the Village, the Village Treasurer may require any person liable for the tax imposed by this Section to place with him before or after a permit is issued such security not in excess of One Hundred Dollars ($100.00) as the Village Treasurer shall determine. If any taxpayer fails or refuses to place security, the Village Treasurer may revoke or refuse to issue such permit. If any taxpayer is delinquent in the payment of taxes imposed by this Section, the Village Treasurer may, upon ten (10) days' notice, recover the taxes, interest and penalties from the security placed with the said Treasurer by such taxpayer. No interest shall be paid or allowed by the Village to any persons for the deposit of such security.

(f) **Records to be Maintained.** Every person liable for the tax imposed by this Section shall keep or cause to be kept such records, receipts, invoices and other pertinent papers in such form as the Village Treasurer and this Chapter shall require. Such records shall be retained and made available for a period of five (5) years from the date of a filing period.

(g) **Confidentiality Maintained.**

(1) All tax returns, schedules, exhibits, writings, or audit reports relating to such returns on file with the Village Treasurer are deemed to be confidential, except the Village Treasurer may divulge their contents to the following and no others:

a. The person who filed the return.

b. Officers, agents or employees of the Federal Internal Revenue Service or the State Department of Revenue.

c. Officers, employees, or agents of the Village Auditors.

d. Such other public officials of the Village of Cross Plains when deemed necessary.

(2) No person having an administrative duty under this Section shall make know in any manner the business affairs, operations or information obtained by an investigation of records of any person on whom a tax is imposed by this Section or the amount or source of income, profits, losses, expenditures, or any particulars thereof, set forth or disclosed in any return, or to permit any return or copy thereof to be seen or examined by any person, except as provided above.

(h) **Penalties.** Any person who is subject to the tax imposed by this section or who fails or refuses to permit the inspection of his records by the Village Treasurer after such inspection has been duly required by such Treasurer, or who fails to file a return as provided in this section, or who violates any other provision of this section, shall be subject to a forfeiture pursuant to

Section 1.09 of the Village Code of Ordinances. Each day, or portion thereof, that such violation continues is hereby deemed to constitute a separate offense.

3. **Severability.** If any portion of this Ordinance or its application on any person or circumstances is held invalid, the validity of this Ordinance as a whole or any other provision herein or its application shall not be affected.

4. **Effective Date.** This Ordinance shall take effect on January 1, 2025.

Adopted this 26 day of August, 2024.

VILLAGE OF CROSS PLAINS

By: ______________________
Jay Lengfeld, President

By: ______________________
Bobbi Zauner, Clerk

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3.11 - ROOM TAX.

(1) TAX IMPOSED. Pursuant to § 66.0615(1m)(a), Wis. Stats., a tax is imposed on the privileges and service of furnishing at retail rooms or lodging to transients by hotel keepers, motel operators and other persons furnishing accommodations that are available to the public, irrespective of whether membership is required for the use of accommodations. Such tax shall be assessed on a monthly basis at a rate as established annually by the Common Council on the Fee Schedule of the gross receipts from such retail furnishing of rooms or lodging, with such tax due in full by the 15 th day of the month following assessment. Such tax shall not be subject to the selective sales tax imposed by § 77.52(2)(a)1., Wis. Stats. All room tax revenues collected will be distributed to the Waupun Tourism Committee, or such other Board, Committee, Commission or other legal entity designated by the Common Council from time to time, to be used exclusively for tourism promotion and related expenses.

(2) AUDITS. The City Clerk may by office audit determine the tax required to be paid to the City or the refund due to any person under this section. This determination may be made upon the basis of the facts contained in a return or on the basis of any of the information within the City Clerk's possession. One or more such office audit determinations may be made of the amount due for anyone or for more than one period. The City Clerk may by filed audit determine the tax required to be paid to the City or the refund due to any person under this section. The determination may be made upon the basis of the facts contained in the return being audited or upon any other information within the City Clerk's possession. The City Clerk is authorized to examine and inspect the books, records, memoranda, federal and state tax returns and property of any person in order to verify the tax liability of that person or of another person. Nothing herein shall prevent the City Clerk from making a determination of tax at any time. The City Clerk is authorized to require a tax return containing pertinent facts to be filed with his office each year by January 30.

(3) RECORDS. Every person liable for the tax imposed by this section shall keep or cause to be kept such records, receipts, invoices and other pertinent data in such form as the City Clerk requires.

(4) RETURNS CONFIDENTIAL.

(a) All tax returns, schedules, exhibits, writings, or audit reports relating to such returns on file with the City Clerk may divulge their contents to the following and no others:

1. The person who files the return.
2. Officers, agents or employees of the Federal Internal Revenue Service or the State Department of Revenue.
3. Officers, employees or agents of the City Clerk.
4. Such other public officials of the City when deemed necessary.

(b)

No person having administrative duty under this section shall make known in any manner the business affairs, operations or information obtained by an investigation of records of any person on whom a tax is imposed by this section or the amount or source of income, profits, losses, expenditures or any particular thereof set forth or disclosed in any return or to permit any return or copy thereof to be seen or examined by any person, except as provided herein.

(5) PENALTY. Any person who is subject to the tax imposed by this section, who fails or refuses to permit the inspection of his records by the City Clerk after such inspection has been requested by the City Clerk or who violates any other provision of this section shall, upon conviction thereof and in addition to any other penalty or tax imposed herein, forfeit not less than $20.00 nor more than $500.00 and the costs of prosecution and, in default of payment of such forfeiture, be confined in the Fond du Lac County Jail or Dodge County Jail until payment of such forfeiture and costs of prosecutions, but not exceeding 90 days for each violation. Each day or portion thereof that such violation continues is hereby deemed to constitute a separate offense.

(Ord. No. 14-08, § 1, 12-1-2014; Ord. No. 23-09, § 2, 11-28-2023)

City of Watertown, WI
Tuesday, May 19, 2026

Chapter 76. Finance and Taxation

Article II. Room Tax

[Adopted by Ord. No. 98-24 (§ 3.17 of the former City Code)]

§ 76-11. Enactment.

[Amended 9-18-2018 by Ord. No. 18-9]

Pursuant to § **66.0615**, Wis. Stats., a room tax is hereby imposed on the privilege of furnishing, at retail, rooms or lodging to transients by hotel keepers, motel operators, bed-and-breakfast operators, lodging marketplace, owners of short-term rentals or tourist rooming houses and other persons furnishing accommodations that are available to the public, irrespective of whether membership is required for use of the accommodations. In this article, "hotel," "motel" and "transient" have the meaning set forth in § 77.52(2)(a)(1), Wis. Stats. Any tax so imposed shall not be subject to the selective sales tax as provided in Ch. **77**, Wis. Stats.

§ 76-12. Effective date.

The tax shall be effective October 1, 1998.

§ 76-13. Rate.

[Amended 9-16-2014 by Ord. No. 14-23; 1-16-2024 by Ord. No. 24-01]

The tax imposed shall be at the rate of 8% of the gross proceeds billed or received for furnishing accommodations to the public.

§ 76-14. Collection of tax.

Each person furnishing accommodations to the public as set forth hereinabove shall collect the tax concurrent with the billing and collecting of any corresponding sales tax and shall individually itemize the tax on any invoice, billing or statement provided to the accommodated public. This tax shall not be imposed on sales to the federal government and persons or organizations exempted from sales and use tax under § **77.54(9a)**, Wis. Stats., as amended from time to time.

§ 76-15. Filing and payment.

[Amended 9-16-2014 by Ord. No. 14-23; 7-5-2022 by Ord. No. 22-63]

Each person furnishing accommodations to the public shall file a room tax return, on the form to be provided by the City Treasurer, with the office of the City Treasurer on the 20th day of the month following the end of each calendar month, accompanied by payment of the tax due, if any, for that month, less an amount equal to 5% of the tax collected to compensate the person filing the return for administrative expenses incurred. The five-percent deduction shall only apply if the payment of said room tax is not delinquent.

§ 76-16. Enforcement.

A. The City Treasurer or his designee shall have the right, upon reasonable notice, to inspect and audit the financial records of each person furnishing accommodations to the public for the purposes of determining whether a return has been properly filed or whether the amount of the tax has been properly determined. The Treasurer, according to his best judgment, may estimate and determine the tax payable for any calendar month if any person required to file a return fails, neglects or refuses to do so or fails or refuses to give access to inspect or audit his financial records in accordance with this subsection.
[Amended 10-4-2016 by Ord. No. 16-18; 7-5-2022 by Ord. No. 22-63]

B. Interest in the amount of 12% per annum shall accrue on any tax not paid when due.

C. In the event any person fails or refuses to give access to inspect financial records pursuant to this section, that person shall be subject to a forfeiture not to exceed 5% of the tax due. Each failure or refusal shall constitute a separate violation of this provision.

D. In the event a person fails to pay any tax when due, that person shall be subject to a forfeiture not to exceed the lesser of $5,000 or 25% of the tax due for the previous year.

E. The information obtained under this section shall be kept in confidence by those inspecting and auditing the financial records, unless said information is used in the discharge of duties imposed by law or of the duties of their office or by order of the court. Persons found guilty of violating this subsection may be fined not less than $100 nor more than $500.[1]

[1] *Editor's Note: Amended at time of adoption of Code (see Ch.* ***1****, General Provisions, Art.* ***II****).*

§ 76-17. Amended returns.

[Amended 7-5-2022 by Ord. No. 22-63]

Each person filing a return may, within one year from the due date of that return, file an amended return for the purpose of correcting information contained on the return as originally filed. If additional tax is due, such amount, including any applicable interest, shall be paid with the amended return. In the event of a tax overpayment, the Treasurer shall refund the amount of overpayment within 30 days of receipt of the amended return.

§ 76-18. Expenditures.

A. The revenues generated by the room tax shall be apportioned as follows: 30% to the general fund and 70% to a reserve account to promote tourism.

B. The City shall be assisted in its effort to promote tourism by the Chamber of Commerce and a Committee on Tourism which the Chamber shall establish. The Committee on Tourism shall be an ongoing and broad-based advisory committee, the goal of which shall be to set objectives and implement strategies to promote tourism within the City.

C. Any continuing expenditures approved within the annual City budget which are intended to be funded by the 70% of room tax revenues that are dedicated to promoting tourism shall be clearly noted.

D. The Finance Committee and Common Council will seek input from the Tourism Committee on decisions relating to the expenditure of the 70% of room tax revenues dedicated to promoting tourism. While all expenditure authority shall be retained by the Common Council, priority consideration shall be given to those expenditures that the Tourism Committee recommends.

CITY OF WATERTOWN // DEPARTMENTS // FINANCE DEPARTMENT & CITY CLERK // ROOM TAX INFORMATION

Departments

- City Attorney
- Building, Safety, & Zoning
- Engineering
- **Finance Department & City Clerk**
  - Claims
  - Property Assessments
  - Property Tax Information
  - Alarm System Information
  - Licenses & Permits
  - Election/Voter Information
  - General Fee Schedule
  - Budget
  - Audits
  - Debt Insuance
  - CDBG Housing Program
  - **Room Tax Information**

Room Tax Information

The City of Watertown requires all short-term rental establishments be licensed by the Health Department on an annual basis. Short-term rental establishments are those who sell or furnish lodging to the public for periods less than 30 days, counting the first day of the rental and not counting the last day of the rental. Any revenue collected for rentals less than 30 days is considered eligible revenue for room tax calculation purposes.

Homeowners of short-term rental establishments must report their monthly eligible revenues and pay the applicable taxes within 20 days following the end of the month they are reporting. Monthly revenue statements must be submitted to the Finance Department for all registered short-term rental establishments, even if no revenue was earned in the month.

The current room tax rate is 8% of all eligible revenues. If payment is received and recorded within 20 days following the end of the month being reported, a 5% discount can be taken on the tax payable to the City.

The following link will provide a fill-in spreadsheet that will calculate the applicable tax for you. This Monthly Revenue Statement must be submitted to the Finance Department with your room tax payment. If no payment is due, there is an option to email the spreadsheet to the contact listed on the form.

If a marketplace (Airbnb, VRBO, etc) lists or advertises lodging on behalf of the homeowner and also processes the payment, directly or indirectly, from the purchaser of lodging, they are responsible for remitting room tax on the entire sales price charged to the purchaser of lodging. Marketplace providers must file Form RT-200 with the City when remitting room tax. Homeowner's are still required to submit the Monthly Revenue Statement to the Finance Department, but may do so via email as the payment is remitted by the marketplace provider. When submitting the Monthly Revenue Statement, homeowners should only include the gross revenue for the rental. Do not include any fees associated with the online booking.

Please contact Mark Stevens, Finance Director/Treasurer, with questions at 920-262-4007.

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City of Watertown Mission Statement:

To provide for, protect, and serve the citizens and businesses of Watertown in an efficient, strategic, and measured manner, while creating a community culture where close knit connections are key, that is rich in small town values balanced with modern conveniences, that is poised for development, and is an idyllic community that leverages location and outdoor opportunity.

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