



VILLAGE OF MOUNT HOREB

E. Main Street

Mount Horeb, WI 53572

Phone: (608) 437-6884 Fax: (608) 437-3190

Email: mhinfo@mounthorebwi.info Web: mounthorebwi.info

TOURISM COMMISSION AGENDA - VIRTUAL ONLY

Tuesday, September 16, 2025 at 5:30 PM

https://teams.microsoft.com/l/meetup-join/19%3ameeting_OGUyNTRkYzktMGI5Zi00OWE3LWJmYWWEtZWNI0YmYzZTJl%40thread.v2/0?context=%7b%22Tid%22%3a%2221b02d4a-d428-4c7a-8d47-e938c7a34274%22%2c%22Oid%22%3a%22bf716060-0056-4482-a0f5-9b6fc511a325%22%7d

- 1) Call to order
- 2) Public Comments
- 3) Agenda Items
 - a. Consideration of June 02, 2025 Meeting Minutes
 - b. Report on Room Tax Collections
 - c. Marketing Update from the Mount Horeb Chamber of Commerce
 - d. Consideration of Recommendation on Room Tax Rate and Entity Percentage
- 4) Set date and agenda items for next meeting
- 5) Meeting adjournment.

UPON REASONABLE NOTICE, EFFORTS WILL BE MADE TO ACCOMMODATE THE NEEDS OF DISABLED INDIVIDUALS THROUGH APPROPRIATE AIDS AND SERVICES. FOR INFORMATION OR TO REQUEST THIS SERVICE, CONTACT ALYSSA GAFFNEY, CLERK, AT 138 E MAIN STREET, MOUNT HOREB, WI (608) 437-9404.



VILLAGE OF MOUNT HOREB

E. Main Street

Mount Horeb, WI 53572

Phone: (608) 437-6884 Fax: (608) 437-3190

Email: mhinfo@mounthorebwi.info Web: mounthorebwi.info

TOURISM COMMISSION AGENDA

Monday, June 2, 2025 at 5:30 PM

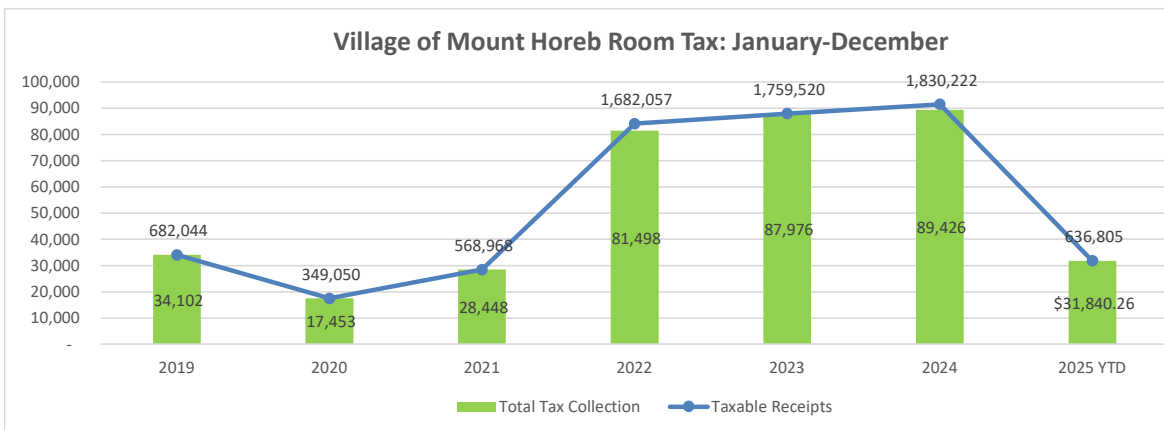
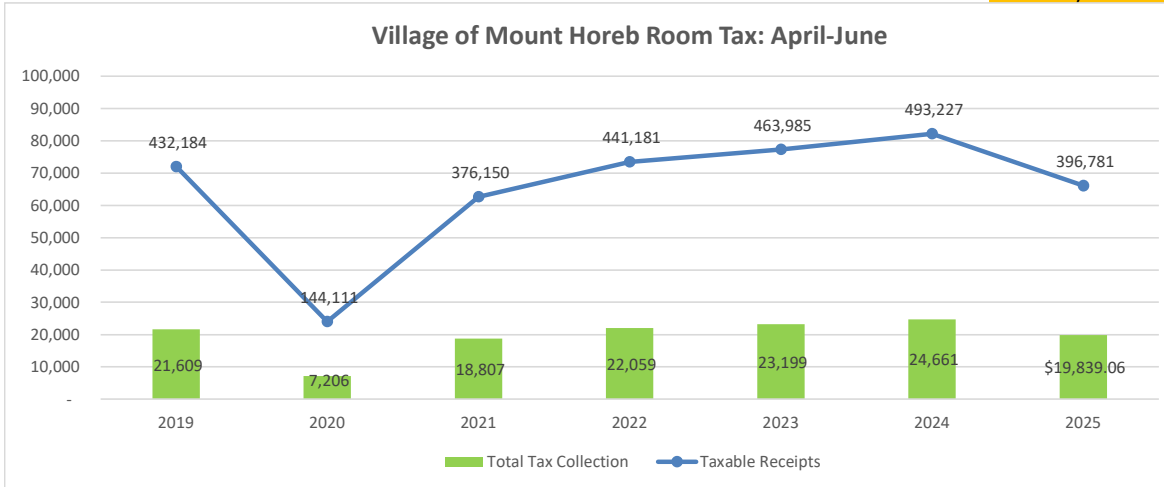
DRAFT MEETING MINUTES

- 1) Call to order
Chair Jones called the meeting to order at 5:31. Members present: Jones, Grabe, Schuetpelz and Phillip. Also present were Andrew Nussbaum, Tourism Specialist for the Wisconsin Department of Tourism, Chamber of Commerce President/CEO LaCasse Ford and Village Administrator Owen.
- 2) Agenda Items
 - a. Consideration of February 12, 2025 Meeting Minutes
Motion by Schuetpelz to approve the February 12, 2025, minutes as presented, second by Jones. Motion carried.
 - b. Appearance by Drew Nussbaum, Department of Tourism
Nussbaum introduced himself and described his role with the department of tourism, focusing on building relationships with tourism entities and the hotels and lodging associations. Nussbaum shared the process and his advice for the expansion of our tourism commission to a tourism zone and offered his assistance with the process.
 - c. Report on Room Tax Collections
The committee reviewed the financial noting a 10% decline in 1st quarter collections. Administrator Owen will look to determine if there is a clear cause.
- 3) Update from Tourism Entity
LaCasse Ford provided an overview of the new Chamber of Commerce Website. Previously, they had divided the site into two, one for tourism and one for business. The new site brings both sites back to one, with different areas to focus on each topic. The committee was impressed with the updates.
- 4) Set date and agenda items for next meeting
The committee set the next meeting date for Tuesday, September 16th at 5:30 to discuss the tourism commission expansion talking points and review some area motel use statistics. They will meet on Tuesday December 16th at 5:30 to review the 2026 Budget and marketing plan.
- 5) Meeting adjournment.
Motion by Grabe to adjourn, second by Philip. Motion carried. 6:53 p.m.

Village of Mount Horeb Summary of Overnight Lodging Collections For the year ending December 31, 2025

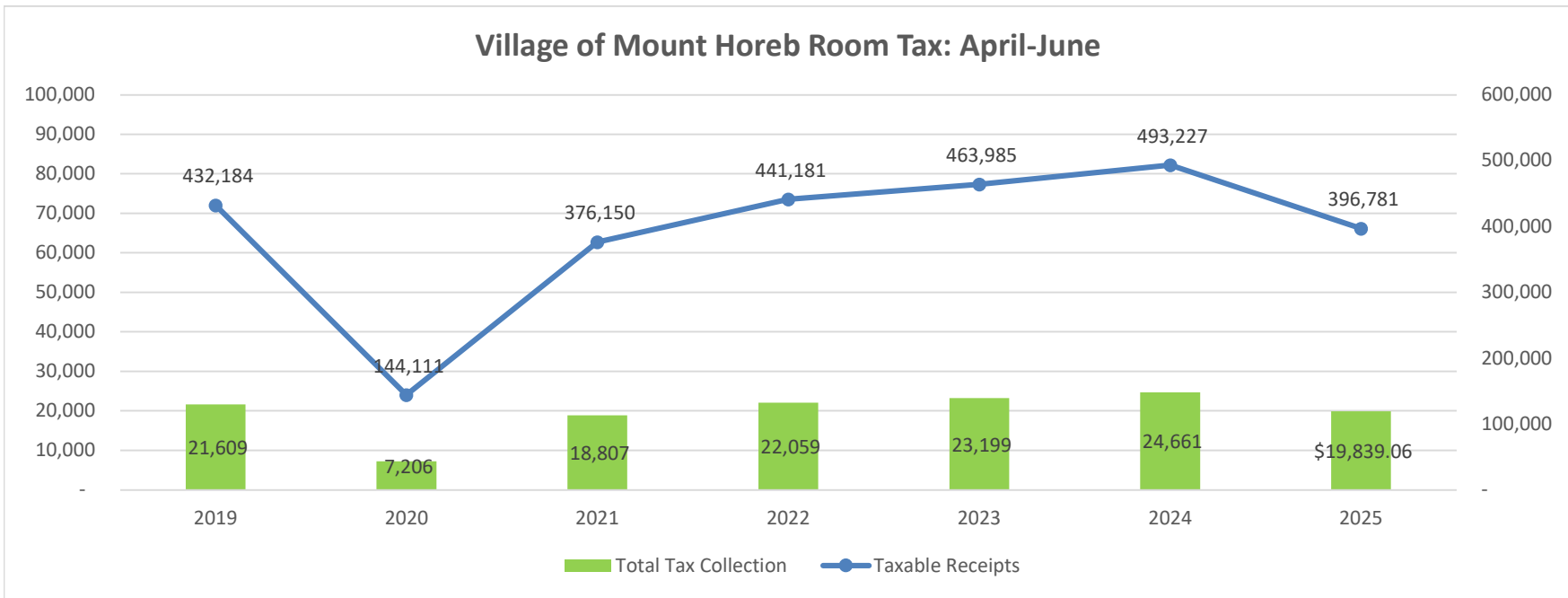
Quarter	Gross Room Receipts	Exempt Room Receipts	Net Taxable Receipts	Total Tax Collections	Allocation	
					Mount Horeb Chamber of Commerce (88%)	Village Admin Fee (12%)
1st	\$ 297,880.99	\$ 57,857.17	\$ 240,023.82	\$ 12,001.20	\$ 10,561.06	\$ 1,440.14
2nd	\$ 482,227.54	\$ 85,446.41	\$ 396,781.13	\$ 19,839.06	\$ 17,458.37	\$ 2,380.69
3rd	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
4th	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total	\$ 780,108.53	\$ 143,303.58	\$ 636,804.95	\$ 31,840.26	\$ 28,019.43	\$ 3,820.83

Already Pd/AJE	-	\$ 31,840.26
Due to Chamber	-	\$ 28,019.43
VILL AJE	-	\$ 3,820.83
		\$ 3,820.83



**Village of Mount Horeb
Room Tax Graph data - Q2**

	April - June						
	2019	2020	2021	2022	2023	2024	2025
Taxable Receipts	432,184	144,111	376,150	441,181	463,985	493,227	396,781
Total Tax Collection	21,609	7,206	18,807	22,059	23,199	24,661	\$ 19,839.06
Gross Room Receipts	486,883	201,998	435,991	487,426	529,526	531,524	\$482,227.54
Exempt Room Receipts	54,699	57,887	59,841	46,245	65,540	38,297	\$ 85,446.41



**Village of Mount Horeb
Comparison of Overnight Lodging Collection Rate Options
Calculations Based on 2024 Collections**

5% Tax Rate 88/12 Split Allocation (CURRENT RATES)						
Quarter	Gross Room Receipts	Exempt Room Receipts	Net Taxable Receipts	Total Tax Collections	Mount Horeb Chamber of Commerce (88%)	Village Admin Fee (12%)
1st	\$ 329,089.59	\$ 40,599.79	\$ 288,489.80	\$ 14,424.49	\$ 12,693.55	\$ 1,730.94
2nd	\$ 531,524.22	\$ 38,297.44	\$ 493,226.78	\$ 24,661.34	\$ 21,701.98	\$ 2,959.36
3rd	\$ 667,898.30	\$ 80,005.40	\$ 587,892.90	\$ 29,394.65	\$ 25,867.29	\$ 3,527.36
4th	\$ 505,294.56	\$ 86,390.67	\$ 418,903.89	\$ 20,945.19	\$ 18,431.77	\$ 2,513.42
Total	\$ 2,033,806.67	\$ 245,293.30	\$ 1,788,513.37	\$ 89,425.67	\$ 78,694.59	\$ 10,731.08

8% Tax Rate 88/12 Split Allocation						
Quarter	Gross Room Receipts	Exempt Room Receipts	Net Taxable Receipts	Total Tax Collections	Mount Horeb Chamber of Commerce (88%)	Village Admin Fee (12%)
1st	\$ 329,089.59	\$ 40,599.79	\$ 288,489.80	\$ 23,079.18	\$ 20,309.68	\$ 2,769.50
2nd	\$ 531,524.22	\$ 38,297.44	\$ 493,226.78	\$ 39,458.14	\$ 34,723.17	\$ 4,734.97
3rd	\$ 667,898.30	\$ 80,005.40	\$ 587,892.90	\$ 47,031.43	\$ 41,387.66	\$ 5,643.77
4th	\$ 505,294.56	\$ 86,390.67	\$ 418,903.89	\$ 33,512.31	\$ 29,490.83	\$ 4,021.48
Total	\$ 2,033,806.67	\$ 245,293.30	\$ 1,788,513.37	\$ 143,081.07	\$ 125,911.34	\$ 17,169.73

8% Tax Rate 80/20 Split Allocation						
Quarter	Gross Room Receipts	Exempt Room Receipts	Net Taxable Receipts	Total Tax Collections	Mount Horeb Chamber of Commerce (80%)	Village Admin Fee (20%)
1st	\$ 329,089.59	\$ 40,599.79	\$ 288,489.80	\$ 23,079.18	\$ 18,463.35	\$ 4,615.83
2nd	\$ 531,524.22	\$ 38,297.44	\$ 493,226.78	\$ 39,458.14	\$ 31,566.51	\$ 7,891.63
3rd	\$ 667,898.30	\$ 80,005.40	\$ 587,892.90	\$ 47,031.43	\$ 37,625.15	\$ 9,406.28
4th	\$ 505,294.56	\$ 86,390.67	\$ 418,903.89	\$ 33,512.31	\$ 26,809.85	\$ 6,702.46
Total	\$ 2,033,806.67	\$ 245,293.30	\$ 1,788,513.37	\$ 143,081.07	\$ 114,464.86	\$ 28,616.21

8% Tax Rate 70/30 Split Allocation						
Quarter	Gross Room Receipts	Exempt Room Receipts	Net Taxable Receipts	Total Tax Collections	Mount Horeb Chamber of Commerce (70%)	Village Admin Fee (30%)
1st	\$ 329,089.59	\$ 40,599.79	\$ 288,489.80	\$ 23,079.18	\$ 16,155.43	\$ 6,923.75
2nd	\$ 531,524.22	\$ 38,297.44	\$ 493,226.78	\$ 39,458.14	\$ 27,620.70	\$ 11,837.44
3rd	\$ 667,898.30	\$ 80,005.40	\$ 587,892.90	\$ 47,031.43	\$ 32,922.00	\$ 14,109.43
4th	\$ 505,294.56	\$ 86,390.67	\$ 418,903.89	\$ 33,512.31	\$ 23,458.62	\$ 10,053.69
Total	\$ 2,033,806.67	\$ 245,293.30	\$ 1,788,513.37	\$ 143,081.07	\$ 100,156.75	\$ 42,924.32