



**VILLAGE OF JACKSON
TOURISM COMMISSION MEETING AGENDA**

Tuesday, October 14, 2025 at 6:15 PM

Jackson Municipal Complex
Village Board Room
N168W19851 Main Street
Jackson, WI 53037

1. Call to Order and Roll Call
2. Approval of Minutes for the Tourism Commission Meeting of October 15, 2024
3. Review of 2025 Revenues and Expenditures of Hotel/Motel Tax
4. Presentations by Tourism Entities
5. Review and Action on 2026 Budget for Hotel/Motel Tax
6. Citizens/Village Staff to Address the Tourism Commission
7. Adjourn

Persons with disabilities requiring special accommodations for attendance at the meeting should contact the Administration Department at the Jackson Municipal Complex at least one (1) business day prior to the meeting.

It is possible that members of the Village Board may attend the above meeting. No action will be taken by any governmental body at this meeting other than the governmental body specifically referred to in this meeting notice. This notice is given so that members of the Village Board may attend the meeting without violating the open meeting law.

VILLAGE OF JACKSON
TOURISM COMMISSION MEETING
Tuesday, October 15, 2024 at 5:45 PM
Minutes

1. Call to Order and Roll Call

The meeting was called to order at 5:45 PM by Pres. Heckendorf.

Members Present: Pres. Heckendorf, Parks and Recreation Director Kelly Valentino, Administrator Jen Heidtke, Larry Hamlin, and Tracy Keyes

Members Excused: None

Members Absent: None

Staff Present: Treasurer Darlene Smith, Clerk Jackie Schuh

Trustees Present in Audience: Tr. John Kruepke and Tr. Don Olson

2. Approval of Minutes for the Tourism Commission Meeting of October 16, 2023

The motion to approve Minutes of the Tourism Committee Meeting of October 16, 2023 was made by Administrator Heidtke and seconded by Director Valentino.

Vote: 5 ayes, 0 nays. Motion carried.

3. Review of 2024 Revenues and Expenditures of Hotel/Motel Tax

Director Valentino reviewed the efforts of the Tourism Commission, including where funds are allocated and who the intended audience is.

No action needed/taken.

4. Presentations by Tourism Entities

Director Valentino stated Jackson is being promoted in local and regional marketing efforts, including the Washington County Visitor's Guide, Key Milwaukee, Brewer's and Packer's Yearbooks, and a booth at the Wisconsin State Fair.

5. Review and Action on 2025 Budget for Hotel/Motel Tax

Director Valentino reviewed the status of the 2024 budget and indicated similar budgetary needs for 2025.

The motion to recommend the Village Board approve the 2025 Hotel/Motel Tax Budget in the amount of \$74,000.00 was made by Pres. Heckendorf and seconded by Tracy Keyes.

Vote: 5 ayes, 0 nays. Motion carried.

6. Citizens/Village Staff to Address the Tourism Commission

None.

7. Adjourn

The motion to adjourn the meeting was made by Director Valentino and seconded by Administrator Hiedtke.

Vote: 5 ayes, 0 nays. Motion carried. The meeting was adjourned at 5:56 PM.

Respectfully Submitted,
Jackie Schuh - Village Clerk

DRAFT



MEMO

DATE 10/14/2025

TO	FROM	REGARDING
Tourism Commission	Tyler Mentzel Jackson Parks and Recreation Director tyler.mentzel@villageofjacksonwi.gov Phone Ext: (262) 677-9665 x113	Agenda Item #3 - Review of 2025 Revenues and Expenditures

This memo provides an overview of the attached budget comparison for the Hotel/Motel revenue and expenditure accounts as follows:

- **Revenue:** 150-00-41210-000-000
- **Expenditure:**
 - 150-00-51100-395-001 – Community Events & Advertising
 - 150-00-51100-395-002 – Washington County Support
 - 150-00-51100-395-003 – Village Tourism/Promotion

For 2025, a budget of **\$74,000.00** in expected revenues and expenditures was approved. We have not yet received revenue reports for the third and fourth quarters of 2025; however, we anticipate an increase from the **\$30,866.23** collected year to date. Revenues in the remaining quarters are expected to help close the gap toward the approved budget. Staff will continue to monitor revenue trends and adjust as needed, utilizing the fund balance when appropriate, as has been done in previous years.

The Community Events and Advertising Account, number 150-00-51100-395-001, will see expenses for the Fall Festival of Fun and advertising for the Christmas Tree Lighting. The Village Tourism/Promotion Account, number 150-00-51100-395-003, will see expenses for the Christmas Tree set up and tear-down, as well as street sign and light utilities and website management. We anticipate staying within the budgeted expense amount of \$74,000.00 for 2025 but will continue to monitor levels and adjust expenditures accordingly.

The current fund balance is \$53,237.81, and our goal is to maintain a minimum of \$30,000.00 as the fund balance.

Dated From: 1/01/2025
Thru: 10/09/2025

From Account: 150-00-11100-000-000
Thru Account: 150-00-51100-395-003

Type of Account: Active

ACCT

Fund # 150 - HOTEL / MOTEL

Debit

Credit

150-00-11100-000-000

HOTEL / MOTEL COMBINED CASH
HOTEL / MOTEL COMBINED CASH

Posting Date	Type	Transaction Number	Date	Description	Debit	Credit
1/01/2025	JE	JE-2216	1/01/2025	RECORD 2025 PREPAYMENTS TO EXPENSES RECORD 2025 AIJ EXP CK #53091 OLD SCHOOL		1,000.00
1/01/2025	JE	JE-2216	1/01/2025	RECORD 2025 PREPAYMENTS TO EXPENSES RECORD MONTE CARLO EXP - VEGAS ON WHEELS		3,487.50
1/01/2025	BAL		2/17/2025	Beginning Balances Posted 02/17/2025 From Account 150-00-11100-000-000	63,961.24	
1/09/2025	CMP		1/09/2025	Checks Posted 01/09/2025		808.40
1/16/2025	CMP		1/16/2025	Checks Posted 01/16/2025		4,082.50
1/17/2025	CMP		1/17/2025	Checks Posted 01/17/2025		445.00
1/22/2025	CMP		1/22/2025	Receipts Posted 01/22/2025	9,934.40	
1/24/2025	CMP		1/24/2025	Receipts Posted 01/24/2025	1,080.61	
1/30/2025	CMP		1/30/2025	Checks Posted 01/30/2025	934.00	
1/30/2025	CMP		1/30/2025	Checks Posted 01/30/2025		934.00
1/30/2025	CMP		1/30/2025	Receipts Posted 01/30/2025	284.84	
1/31/2025	CMP		1/31/2025	Checks Posted 01/31/2025		16,948.00
1/31/2025	CMP		1/31/2025	Receipts Posted 01/31/2025	100.46	
2/06/2025	CMP		2/06/2025	Checks Posted 02/06/2025		144.06
2/21/2025	JE	JE-2215	2/21/2025	RECLASS VEGAS ON WHEELS CK#54688 RECLASS VEGAS ON WHEELS CK #54688		3,487.50
2/27/2025	CMP		2/27/2025	Checks Posted 02/27/2025		450.00
3/06/2025	CMP		3/06/2025	Checks Posted 03/06/2025		127.82
3/14/2025	CMP		3/14/2025	Checks Posted 03/14/2025		1,015.00
4/04/2025	CMP		4/04/2025	Checks Posted 04/04/2025		12,628.99
4/09/2025	JE	JE-2139	4/09/2025	TRANSFER JPR ADMIN SALARIES 2025 TRANSFER JPR ADMIN SALARIES 2025		11,000.00
4/24/2025	CMP		4/24/2025	Checks Posted 04/24/2025		660.00
4/28/2025	CMP		4/28/2025	Receipts Posted 04/28/2025	1,620.35	
4/30/2025	CMP		4/30/2025	Receipts Posted 04/30/2025	7,949.80	
5/02/2025	CMP		5/02/2025	Checks Posted 05/02/2025		1,492.00
5/09/2025	CMP		5/09/2025	Checks Posted 05/09/2025		139.76
5/30/2025	CMP		5/30/2025	Checks Posted 05/30/2025		4,600.00
6/04/2025	CMP		6/04/2025	Checks Posted 06/04/2025		1,523.86
6/09/2025	CMP		6/09/2025	Checks Posted 06/09/2025	98.06	
6/09/2025	CMP		6/09/2025	Checks Posted 06/09/2025		98.06
6/12/2025	CMP		6/12/2025	Checks Posted 06/12/2025		1,293.16
6/19/2025	CMP		6/19/2025	Checks Posted 06/19/2025		2,395.45
6/27/2025	CMP		6/27/2025	Checks Posted 06/27/2025		820.00
7/10/2025	CMP		7/10/2025	Checks Posted 07/10/2025		834.43
7/16/2025	CMP		7/16/2025	Checks Posted 07/16/2025		2,200.00
7/18/2025	CMP		7/18/2025	Receipts Posted 07/18/2025	16,126.15	
7/24/2025	CMP		7/24/2025	Receipts Posted 07/24/2025	2,026.99	
7/31/2025	CMP		7/31/2025	Receipts Posted 07/31/2025	264.25	
8/04/2025	CMP		8/04/2025	Receipts Posted 08/04/2025	269.70	
8/07/2025	CMP		8/07/2025	Checks Posted 08/07/2025		3,817.50
8/14/2025	CMP		8/14/2025	Checks Posted 08/14/2025		169.26
8/31/2025	JE	JE-2233	8/31/2025	RECLASS REC SPECIAL EVENTS EXPENSES RECLASS NEW REVENUE BAND / CK #54649		500.00
8/31/2025	JE	JE-2233	8/31/2025	RECLASS REC SPECIAL EVENTS EXPENSES RECLASS EQUIPMENT RENTALS / CK #54662		1,399.50

Dated From: 1/01/2025
Thru: 10/09/2025

From Account: 150-00-11100-000-000
Thru Account: 150-00-51100-395-003 Type of Account: Active

Fund # 150 - HOTEL / MOTEL

					Debit	Credit
150-00-11100-000-000 - HOTEL/MOTEL - COMBINED CASH						
8/31/2025	JE	JE-2233	8/31/2025	RECLASS REC SPECIAL EVENTS EXPENSES RECLASS LIQUID CRUSH BAND / CK #55127		1,000.00
8/31/2025	JE	JE-2233	8/31/2025	RECLASS REC SPECIAL EVENTS EXPENSES RECLASS ONE SWEET DREAM / CK #55134		1,000.00
9/02/2025	CMP		9/02/2025	Receipts Posted 09/02/2025	2,324.15	
9/04/2025	CMP		9/04/2025	Checks Posted 09/04/2025		147.89
9/29/2025	CMP		9/29/2025	Checks Posted 09/29/2025		30.02
10/02/2025	CMP		10/02/2025	Checks Posted 10/02/2025		131.75
10/06/2025	CMP		10/06/2025	Checks Posted 10/06/2025		396.89
Ending Balance:					25,766.70	
150-00-13910-000-000 HOTEL / MOTEL OTHER ACCTS REC OTHER ACCOUNTS RECEIVABLE						
Posting Date	Type	Transaction Number	Date			
1/01/2025	JE	AUD-2329	1/01/2025	REVERSE 4TH QUARTER HOTEL/MOTEL TAXES Record Q4 hotel/motel tax rcv/Rev 2025		11,115.47
1/01/2025	BAL		7/31/2025	Beginning Balances Posted 07/31/2025 From Account 150-00-13910-000-000	11,115.47	
Ending Balance:					0.00	
150-00-21211-000-000 HOTEL / MOTEL VOUCHERS PAYABLE HOTEL / MOTEL VOUCHERS PAYABLE						
Posting Date	Type	Transaction Number	Date			
1/01/2025	BAL		2/17/2025	Beginning Balances Posted 02/17/2025 From Account 150-00-21211-000-000		24,745.22
1/01/2025	BAL		7/31/2025	Beginning Balances Posted 07/31/2025 From Account 150-00-21211-000-000	2,906.32	
1/09/2025	DIS	54295	1/09/2025	KRUEPKE PRINTING CALENDAR INSERT / VOJ 178814	262.00	
1/09/2025	DIS	54295	1/09/2025	KRUEPKE PRINTING QTRLY - WINTER / VOJ 178815	398.00	
1/09/2025	DIS	54319	1/09/2025	WE ENERGIES GRP ACCT / VILLAGE SIGNS / DEC 2024 5309098613	148.40	
1/16/2025	DIS	54363	1/16/2025	DAVID J FRANK LANDSCAPE CONTRACTING INC 2024 HOLIDAY DECORATION INSTALLATION 76331	4,082.50	
1/31/2025	DIS	54543	1/31/2025	CRAZ-E CUSTOMS LLC POLE SIGNAGE; LABOR & MATERIALS 516	16,948.00	
Ending Balance:					0.00	
150-00-32100-000-000 HOTEL / MOTEL FUND BALANCE						
Posting Date	Type	Transaction Number	Date			
1/01/2025	BAL		2/17/2025	Beginning Balances Posted 02/17/2025 From Account 150-00-32100-000-000		104,813.20
1/01/2025	BAL		2/17/2025	Beginning Balances Posted 02/17/2025 From Account 150-00-41210-000-000		49,976.27
1/01/2025	BAL		2/17/2025	Beginning Balances Posted 02/17/2025	51,210.23	

Dated From: 1/01/2025
 Thru: 10/09/2025

From Account: 150-00-11100-000-000
 Thru Account: 150-00-51100-395-003 Type of Account: Active

ACCT

Fund # 150 - HOTEL / MOTEL

				Debit	Credit
150-00-32100-000-000 - HOTEL/MOTEL - FUND BALANCE					
From Account 150-00-51100-395-001					
1/01/2025	BAL	2/17/2025	Beginning Balances Posted 02/17/2025	6,000.00	
From Account 150-00-51100-395-002					
1/01/2025	BAL	2/17/2025	Beginning Balances Posted 02/17/2025	58,363.22	
From Account 150-00-51100-395-003					
1/01/2025	BAL	7/31/2025	Beginning Balances Posted 07/31/2025		2,906.32
From Account 150-00-32100-000-000					
1/01/2025	BAL	7/31/2025	Beginning Balances Posted 07/31/2025		11,115.47
From Account 150-00-41210-000-000					
Ending Balance:					53,237.81

150-00-41210-000-000 HOTEL/MOTEL ROOM TAX

Posting Date	Type	Transaction Number	Date	Description	Debit	Credit
1/01/2025	JE	AUD-2329	1/01/2025	REVERSE 4TH QUARTER HOTEL/MOTEL TAXES Record Q4 hotel/motel tax rcv/Rev 2025	11,115.47	
1/22/2025	RCP	293751	1/22/2025	AMA HOSPITALITY, INC. 4TH QTR 2024 LODGING TAX / CK #8633		9,934.40
1/24/2025	RCP	294107	1/24/2025	RECEIVABLES 4TH QTR 2024 LODGING TAX EXPEDIA		1,080.61
1/30/2025	RCP	294504	1/30/2025	RECEIVABLES 4TH QTR LODGING TAX PRICELINE CK3418221		255.10
1/30/2025	RCP	294513	1/30/2025	RECEIVABLES CK# 3418104 4TH QTR24 LODGING AGODA INTL		29.74
1/31/2025	RCP	294578	1/31/2025	JACKSON MOTEL LLC 4TH QTR 2024 ROOM TAX / CK #6957		100.46
4/28/2025	RCP	297453	4/28/2025	JACKSON MOTEL LLC 1ST QTR 2025 ROOM TAX / CK #6997		151.58
4/28/2025	RCP	297454	4/28/2025	RECEIVABLES 1ST QTR 2025 ROOM TAX / CK #3474349		24.58
4/28/2025	RCP	297455	4/28/2025	EXPEDIA INC Q1 2025 MARKETPLACE ROOM TAX /CK#3478134		1,058.57
4/28/2025	RCP	297456	4/28/2025	RECEIVABLES Q1 2025 MARKETPLACE ROOM TAX /CK#3474375		385.62
4/30/2025	RCP	297829	4/30/2025	AMA HOSPITALITY, INC. 1ST QTR 2025 LODGING TAX / CK #8637		7,949.80
7/18/2025	RCP	300516	7/18/2025	AMA HOSPITALITY, INC. 2ND QTR 2025 LODGING TAX / CK #8649		16,126.15
7/24/2025	RCP	301085	7/24/2025	RECEIVABLES 2ND QTR MARKETPLACE ROOM TAX/CK #3521477		380.73
7/24/2025	RCP	301086	7/24/2025	EXPEDIA INC 2ND QTR EXPEDIA ROOM TAX / CK# 3528873		1,646.26
7/31/2025	RCP	301559	7/31/2025	JACKSON MOTEL LLC 2ND QTR 2025 ROOM TAX / CK #7034		264.25
8/04/2025	RCP	301911	8/04/2025	RECEIVABLES MARKETPLACE ROOM TAX / CK #16487261		269.70
9/02/2025	RCP	303033	9/02/2025	RECEIVABLES Q4 OF 2021 THRU Q2 OF 2023 CK# 830878		2,324.15
Ending Balance:						30,866.23

150-00-51100-395-001 COMMUNITY EVENTS & ADVERTISING

Posting Date	Type	Transaction Number	Date	Description	Debit	Credit
1/01/2025	JE	JE-2216	1/01/2025	RECORD 2025 PREPAYMENTS TO EXPENSES	1,000.00	

10/09/2025 12:31 PM

Transactions Detail Report - Full Description

Page: 4

Dated From: 1/01/2025

From Account: 150-00-11100-000-000

ACCT

Thru: 10/09/2025

Thru Account: 150-00-51100-395-003

Type of Account: Active

Fund # 150 - HOTEL / MOTEL

Debit

Credit

150-00-51100-395-001 - COMMUNITY EVENTS & ADVERTISING

Date	Type	Account	Description	Debit	Credit
1/01/2025	JE	JE-2216	RECORD 25 AIJ EXP CK#53091 OLD SCHOOL PR RECORD 2025 PREPAYMENTS TO EXPENSES	3,487.50	
1/17/2025	DIS	54379	RECORD 25 MONTE CARLO EXP CK#53302 VEGAS ASCAP	445.00	
1/30/2025	DIS	53964	ACCT #500595854 / 2025 LIC FEE / REC 2025 EXPRESS NEWS		509.00
1/30/2025	DIS	53964	DISPLAY AD JACKSON SECTION 181342		425.00
1/30/2025	DIS	54502	EXPRESS NEWS FUN GUIDE WAUKESHA CTY FALL 181478	509.00	
1/30/2025	DIS	54502	EXPRESS NEWS DISPLAY AD JACKSON SECTION 181342-1	425.00	
2/21/2025	JE	JE-2215	EXPRESS NEWS FUN GUIDE WAUKESHA CTY FALL 181478-1	595.00	
2/27/2025	DIS	54728	RECLASS VEGAS ON WHEELS CK#54688 RECLASS VEGAS ON WHEELS CK#54688	3,487.50	
3/14/2025	DIS	54778	SWITCHBACK ENTERTAINMENT CO. GLO RUN DJ 10-10-2025 / REC 000181	450.00	
3/14/2025	DIS	54803	EXPRESS NEWS MONTE CARLO DISPLAY AD (3) 2-15-2025 183486	595.00	
4/04/2025	DIS	54921	WTKM MONTE CARLO NIGHT / REC 1099250234543	420.00	
4/24/2025	DIS	55005	WOLVERINE FIREWORKS DISPLAY, INC. A.I.J. FIREWORKS 05/31/2025 / DEPOSIT 2025	6,500.00	
4/24/2025	DIS	55005	KRUEPKE PRINTING CALENDAR INSERT / APR 2025 180189	262.00	
5/02/2025	DIS	55037	KRUEPKE PRINTING JACKSON QUARTERLY / APR 2025 180190	398.00	
5/30/2025	DIS	55174	EQUIPMENT RENTALS JACKSON FESTIVALS INC / REC 263067-1 RESERVATION	1,492.00	
5/30/2025	DIS	55175	FALL BACK, LLC AIJ BAND / 05302025 / REC 05302025	1,800.00	
5/30/2025	DIS	55175	NEIRA, DAVID AIJ BAND SUPERDAVE / 05312025 / REC 05302025	500.00	
5/30/2025	DIS	55176	OLD SCHOOL PRODUCTIONS, LLC 05/31/2025 AIJ BAND-FINAL / UNEXPECTED 05302025	1,500.00	
5/30/2025	DIS	55177	VANCE, JERRY L 05/30/2025 AIJ BAND / REC	800.00	

Dated From: 1/01/2025
 Thru: 10/09/2025

From Account: 150-00-11100-000-000
 Thru Account: 150-00-51100-395-003 Type of Account: Active

ACCT

Fund # 150 - HOTEL / MOTEL

					Debit	Credit
150-00-51100-395-001 - COMMUNITY EVENTS & ADVERTISING						
05302025						
6/04/2025	DIS	55217	6/04/2025	A/E GRAPHICS, INC. ACTION IN JACKSON ROAD SIGNS (6) 695952	355.80	
6/04/2025	DIS	55219	6/04/2025	AMAZON CAPITAL SERVICES PLASTIC COLD CUPS (2,000) / AIJ 1YDW-1RYT-4MN3	98.06	
6/04/2025	DIS	55224	6/04/2025	EXPRESS NEWS SUMMER FUN GUIDE WASHING CO / 5/17/2025 184994	535.00	
6/04/2025	DIS	55224	6/04/2025	EXPRESS NEWS SUMMER FUN GUIDE BEER GARDEN / 5/17/2025 184995	535.00	
6/09/2025	DIS	55219	6/09/2025	AMAZON CAPITAL SERVICES PLASTIC COLD CUPS (2,000) / AIJ 1YDW-1RYT-4MN3		98.06
6/09/2025	DIS	55250	6/09/2025	AMAZON CAPITAL SERVICES PLASTIC COLD CUPS (2,000) / AIJ 1YDW-1RYT-4MN3	98.06	
6/12/2025	DIS	55278	6/12/2025	WTKM MAY 2025 EVENTS / REC 1099250534966	1,155.00	
6/19/2025	DIS	55290	6/19/2025	BMO HARRIS BANK N.A. ACCT #7680 / TYLER / BEER GLASSES MAY 2025	2,395.45	
6/27/2025	DIS	55347	6/27/2025	EXPRESS NEWS SUMMER FUN GUIDE WAUKESHA CO / 6/16/2025 185284	410.00	
6/27/2025	DIS	55347	6/27/2025	EXPRESS NEWS SUMMER FUN GUIDE BEER GARDEN / 6/16/2025 185285	410.00	
7/10/2025	DIS	55414	7/10/2025	KRUEPKE PRINTING CALENDAR INSERT (2,900) / JUL 2025 181883	262.00	
7/10/2025	DIS	55414	7/10/2025	KRUEPKE PRINTING JACKSON QUARTERLY (2900) / SUMMER 2025 181884	398.00	
7/16/2025	DIS	55441	7/16/2025	BARBIERI, ERIC JULY BEER GARDEN BANK / ROCKIN' KRAKENS 071625	1,200.00	
7/16/2025	DIS	55445	7/16/2025	NEIRA, DAVID JULY BEER GARDEN BAND - SUPERDAVE 071625	1,000.00	
8/07/2025	DIS	55580	8/07/2025	VEGAS ON WHEELS JCC MONTE CARLO 2026 / REC 230574279	3,487.50	
8/07/2025	DIS	55583	8/07/2025	WTKM BEER GARDEN JULY / REC 1099250735148	330.00	
8/31/2025	JE	JE-2233	8/31/2025	RECLASS REC SPECIAL EVENTS EXPENSES RECLASS NEW REVENUE BAND / CK #54649	500.00	
8/31/2025	JE	JE-2233	8/31/2025	RECLASS REC SPECIAL EVENTS EXPENSES	1,399.50	

Dated From: 1/01/2025
 Thru: 10/09/2025

From Account: 150-00-11100-000-000
 Thru Account: 150-00-51100-395-003 Type of Account: Active

ACCT

Fund # 150 - HOTEL / MOTEL

Debit Credit

150-00-51100-395-001 - COMMUNITY EVENTS & ADVERTISING

Date	Type	Number	Date	Description	Debit	Credit
RECLASS EQUIPMENT RENTALS / CK #54662						
8/31/2025	JE	JE-2233	8/31/2025	RECLASS REC SPECIAL EVENTS EXPENSES	1,000.00	
RECLASS LIQUID CRUSH BAND / CK #55127						
8/31/2025	JE	JE-2233	8/31/2025	RECLASS REC SPECIAL EVENTS EXPENSES	1,000.00	
RECLASS ONE SWEET DREAM / CK #55134						
9/29/2025	DIS	55844	9/29/2025	ODP BUSINESS SOLUTIONS, LLC	30.02	
FALL FESTIVAL SUPPLIES / REC						
435932359001						
10/06/2025	DIS	PAYROLL	10/06/2025	Payroll Transaction	396.89	
Ending Balance:					40,035.22	

150-00-51100-395-002 WASHINGTON COUNTY SUPPORT

Posting Date	Type	Transaction Number	Date	Description	Debit	Credit
4/04/2025	DIS	54917	4/04/2025	WASHINGTON CTY CONVENTION & VISITORS BUREAU	6,000.00	
2025 TOURISM ECON DEV PARTNERSHIP / REC						
2025						
Ending Balance:					6,000.00	

150-00-51100-395-003 VILLAGE TOURISM/PROMOTION

Posting Date	Type	Transaction Number	Date	Description	Debit	Credit
2/06/2025	DIS	54590	2/06/2025	WE ENERGIES	144.06	
JANUARY 2025						
5346984357						
3/06/2025	DIS	54765	3/06/2025	WE ENERGIES	127.82	
FEBRUARY 2025						
5384443560						
4/04/2025	DIS	54919	4/04/2025	WE ENERGIES	128.99	
MARCH 2025						
5421722757						
4/09/2025	JE	JE-2139	4/09/2025	TRANSFER JPR ADMIN SALARIES 2025	11,000.00	
TRANSFER JPR ADMIN SALARIES 2025						
5/09/2025	DIS	55108	5/09/2025	WE ENERGIES	139.76	
APRIL 2025						
5459588882						
6/12/2025	DIS	55276	6/12/2025	WE ENERGIES	138.16	
MAY 2025						
5498771355						
7/10/2025	DIS	55438	7/10/2025	WE ENERGIES	174.43	
JUNE 2025						
5534957538						
8/14/2025	DIS	55623	8/14/2025	WE ENERGIES	169.26	
JULY 2025						
5572838701						
9/04/2025	DIS	55743	9/04/2025	WE ENERGIES	147.89	
AUGUST 2025						
5610652951						
10/02/2025	DIS	55881	10/02/2025	WE ENERGIES	131.75	
SEPTEMBER 2025						
5648249156						
Ending Balance:					12,302.12	

10/09/2025

12:31 PM

Transactions Detail Report - Full Description

Page: 7

Dated From: 1/01/2025

From Account: 150-00-11100-000-000

ACCT

Thru: 10/09/2025

Thru Account: 150-00-51100-395-003

Type of Account: Active

Fund # 150 - HOTEL / MOTEL

Debit

Credit

Fund Totals:

Beginning

0.00

0.00

328,894.01

328,894.01

Ending

84,104.04

84,104.04

MEMO

DATE 10/14/2025

TO	FROM	REGARDING
Tourism Commission	Tyler Mentzel Jackson Parks and Recreation Director tyler.mentzel@villageofjacksonwi.gov Phone Ext: (262) 677-9665 x113	Agenda Item #5 – 2026 Proposed Budget For Hotel/Motel Tax

This memo provides a summary of the proposed 2026 budget for the Hotel/Motel revenue and expenditure accounts as follows:

- **Revenue:** 150-00-41210-000-000
- **Expenditures:**
 - 150-00-51100-395-001 – Community Events & Advertising
 - 150-00-51100-395-002 – Washington County Support
 - 150-00-51100-395-003 – Village Tourism/Promotion

Comparatively to years 2015 through 2024, we saw a significant increase in revenues in 2023 (\$74,498.88). The trend did not continue in 2024, where we saw things drop back to a more comparative number (\$61,091.74). Additionally, in recent years, draws from the fund balance were used to help offset expenditures. In 2025, staff budgeted an expected revenue of \$74,000.00. Based on current projections and historical trends, we do not anticipate reaching that target and will likely draw from the fund balance once again. To better align projected revenues and expenditures, the proposed 2026 budget reflects \$61,385.42 in expected revenues.

Analysis of expenditure account for the Washington County Tourism Support 150-00-51100-395-002 reflects consistent expenditures and would therefore remain at \$6,000.00 for 2026. Similarly, the Village Municipal Promotion account 150-00-51100-395-003 has also reflected consistent expenditures and would remain at \$24,500.00 for 2026.

The largest change in expenditures was seen in the Community Events and Advertising account, number 150-00-51100-395-001. This account will therefore be budgeted for \$30,885.42 in 2026. The expenses will be dispersed across several community events supported by the Jackson Parks and Recreation Department, Friends of Jackson Parks and Recreation, Inc., and Jackson Festivals, Inc., which is made up of the American Legion, Lady Auxiliary, Greater Jackson Business Alliance, and Jackson Parks and Recreation Department.

The resulting \$61,385.42 in total expenditures will create a balanced budget to help maintain a fund balance of at least \$30,000.00.

Acct. Nbr.	Short Description	2024 Actual	2025 Budget	2025 Actual 10/08/2025	2025 Projected Year-End	2026 Proposed Budget
150-00-41210-000-000	HOTEL/MOTEL - ROOM TAX	\$ 61,091.74	\$ 74,000.00	\$ 30,866.23	\$ 64,000.00	\$ 61,385.58
	HOTEL/MOTEL - FUND BALANCE TRANSFER	\$ 54,481.71			\$ 15,000.00	\$ -
	TOTAL REVENUES	\$ 61,091.74	\$ 74,000.00	\$ 30,866.23	\$ 79,000.00	\$ 61,385.58
Acct. Nbr.	Short Description	2024 Actual	2025 Budget	2025 Actual 10/08/2025	2025 Projected Year-End	2026 Proposed Budget
150-00-51100-395-001	COMMUNITY EVENTS & ADVERTISING	\$ 51,210.23	\$ 43,500.00	\$ 40,035.22	\$ 50,000.00	\$ 30,885.58
150-00-51100-395-002	WASHINGTON COUNTY SUPPORT	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00
150-00-51100-395-003	VILLAGE TOURISM/PROMOTION	\$ 58,363.22	\$ 24,500.00	\$ 12,302.12	\$ 22,000.00	\$ 24,500.00
	TOTAL EXPENDITURES	\$ 115,573.45	\$ 74,000.00	\$ 58,337.34	\$ 78,000.00	\$ 61,385.58

HOTEL/MOTEL FUND BALANCE TOTAL	\$ 107,719.00	\$53,237.81	\$38,237.81	\$ 38,237.29
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The goal is to maintain a Fund Balance around \$30,000.00.

10/9/2025

2026 COMMUNITY EVENTS, ADVERTISING AND ENTERTAINMENT BUDGET

Submitted To: The Jackson Tourism Commission

10/14/2025

COMMUNITY EVENTS & ADVERTISING: 150-00-51100-395-001

Monte Carlo Night -JPR		
<i>Advertising, Entertainment, Game Co., Pipe & Drape</i>	\$	7,000.00
Beer Garden-JPR		
<i>Advertising & Entertainment</i>	\$	7,000.00
Holiday Tree Lighting Event-JPR/VILLAGE		
<i>Advertising, Santa Give Outs (no longer require pipe & drape)</i>	\$	1,000.00
Action In Jackson-Jackson Festivals Inc./JPR		
<i>Advertising, Banners, Sponsor Boards</i>	\$	4,000.00
<i>General Event Sponsor</i>	\$	7,000.00
Jackson Fall Festival of Fun JPR (5K Glo Run, Ghoul Gala & Beer Garden)		
<i>Advertising & Entertainment</i>	\$	4,885.42
	\$	30,885.42

WASHINGTON COUNTY TOURISM SUPPORT: 150-00-51100-395-002

Washington Co. Convention & Visitors Bureau Annual Contribution		
	\$	6,000.00

VILLAGE MUNICIPAL PROMOTION: 150-00-51100-395-003

Village Wide Tourism Staff Support		
	\$	11,000.00
Power for Village Welcome Signs & Lights (<i>WeEnergies, new LED's will save \$</i>)	\$	1,000.00
Municipal Quarterly Newsletter (Printing, Folding & Postage)	\$	1,000.00
Municipal Website Annual Maintenance	\$	3,500.00
Annual Christmas Tree Maintenance Contract	\$	8,000.00
	\$	24,500.00

(2015 Revenue \$46,117.56)

(2016 Revenue \$50,346.00)

(2017 Revenue \$53,487.87)

(2018 Revenue \$52,918.97)

(2019 Revenue \$48,483.82)**covid*

(2020 Revenue \$36,552.86) **covid*

(2021 Revenue \$45,948.00)**covid*

(2022 Revenue \$60,523.34)

(2023 Revenue \$74,498.88)

(2024 Revenue \$61,091.74)

Total Estimated Budget 2025: \$61,385.42

Fund Balance as of 10/9/2025: \$53,237.81, the goal is to maintain aproximately \$30,000.00 in the Fund balance.

Potential Additional Fund Balance Projects in
 * Unplanned Events/Community Outreach and/or Events