WISCONSIN TOURISM FEDERATION

Members

American Automobile Association

Association of Wisconsin Tourism Attractions

Golf Course Owners of Wisconsin

Outdoor Advertising Association of Wisconsin

Wisconsin Association of Campground Owners

Wisconsin Association of Convention and Visitors Bureaus

Wisconsin Bed and Breakfast Association

Wisconsin Dells Visitors and Convention Bureau

Wisconsin Innkeepers Association

Wisconsin Petroleum Marketers and Convenience Store Association

Wisconsin Restaurant Association

CONTACT YOUR STATE LEGISLATOR AND VOICE YOUR OPPOSITION TO AB 125 AND SB 109

September 1 School Start Date Talking Points

- A consistent school start date has always been, and remains, in the best interest of:
  - **Tax revenues being returned to communities**
  - **Overall economic development and sustainable economic growth**
  - **Quality of life for families**
  - **The hospitality reputation of the state**

- Surveys have demonstrated that the majority of parents support the September 1 school start date.

- Tourism during the last two weeks of August returns added tax revenue to fund schools. In the past two years, travelers spent an estimated $300-350 million more in August than in June statewide, according to the Wisconsin Department of Tourism.

- It is important to remember that the labor pool that also relies on income from these last weeks of August. In many cases, these employees are students who will use that income toward their post-high school education.

- Families want to vacation together and the good weather and warm water makes late August an ideal time for family vacations in Wisconsin. It is a reality of modern family life that the last two weeks of August may present the one-and-only opportunity for families to spend quality time together during a planned-for getaway.

- Public schools in the city of Chicago, Minneapolis and St. Paul are beginning school in September. These areas are strong markets for the Wisconsin Tourism economy in late August. Minnesota and Michigan have a post-Labor Day school start date and in fact, Minnesota's State Legislature just defeated a bill in committee that would have repealed that state's post-Labor Day start.

- Local school boards and districts still have flexibility to set their school calendar; selecting holiday breaks, staff development days and making up snow days. Some school districts in Wisconsin manage to finish in early June while others finish in mid-June which demonstrates the flexibility each district has.

The Federation of Wisconsin Hospitality/Tourism/Recreation Groups
PO Box 393, Sun Prairie, WI 53590 – 608-335-0019 – www.witourismfederation.org