



# City of West Allis

Ordinance: O-2015-0040

7525 W. Greenfield Ave.  
West Allis, WI 53214

**File Number: O-2015-0040**

**Final Action: 7/7/2015**

**Sponsor(s):** Administration & Finance Committee

An Ordinance to create Subchapter 2.521 of Chapter 2 of the City of West Allis Revised Municipal Code establishing a West Allis Convention and Visitors Bureau.

The Common Council of the City of West Allis do ordain as follows:

Part I. Subchapter 2.521 of Chapter 2 of the City of West Allis Revised Municipal Code is hereby created to read:

- 1) **Creation.** This amendment to the City of West Allis Revised Municipal Code ("RMC") hereby creates a West Allis Convention and Visitors Bureau under the Mayor.
- 2) **Purpose.** The City of West Allis recognizes that marketing of the City as in important part of a broad-based tourism promotion and municipal development program. The Convention and Visitors Bureau shall have the following purposes:
  - a. To provide marketing efforts/services, including advertising, media buys, website management, creation of and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or other groups.
  - b. To provide tourism promotion through marketing of projects and implementation of programs to promote the City, ~~attract tourists~~, tourist informational services, or municipal development significantly used by tourists, *and attract tourists.*
- 3) **Duties and Responsibilities.** The Convention and Visitors Bureau shall be under the direction and supervision of the Mayor. The Mayor, in conjunction with the City Administrator, shall plan, direct, and coordinate and execute the functions of the Convention and Visitors Bureau.
- 4) **Cooperation.** The Convention and Visitors Bureau shall enter into a Cooperation Agreement with the West Allis Tourism Commission for funding of such aforementioned purposes.
- 5) **Staff.** The Mayor shall appoint, under the Classified Service and the Unclassified Service, the staff necessary for performing the duties and responsibilities of the Convention and Visitors Bureau.
- 6) **Reporting.** The Convention and Visitors Bureau shall report annually to the Tourism Commission on expenditures and value-added achievements related to tourism and development to the community.

*scrivener correction  
by AMN per  
Mayor Devine*

D.P.  
3/7/16

PART II. All ordinances or parts of ordinances contravening the provisions of this ordinance are hereby repealed.


PART III. This ordinance shall take effect and be in full force from and after its passage and publication.

ADM\ORDRES\ADMO303

PASSED AS AMENDED 7/7/2015

APPROVED AS AMENDED 7/7/2015

  
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Monica Schultz, City Clerk

  
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Dan Devine, Mayor