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WISCONSIN**

"Wisconsin Tourism's Legislative Voice"

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TFW Supports Wisconsin's September 1 School Start Date Law

A consistent school start date has always been, and remains, in the best interest of:

- **Tax revenues being returned to the state**
 - **Overall economic development and sustainable economic growth**
 - **Quality of life for families**
 - **The hospitality reputation of the state**
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- Surveys have demonstrated that the majority of parents support the September 1 school start date.
 - In 2015, visitors spent \$130 million more in August than in June, generating \$10 million more in state and local tax revenue*. Removing the September 1 school start date would clearly lead to less revenue for Wisconsin businesses and employees, and less tax revenue for Wisconsin state government during the peak month of August. *Source: Tourism Economics for the WI Dept. of Tourism*
 - Local school boards and districts have great flexibility in setting their school calendar; selecting holiday breaks, staff development days, making up snow and cold days, and the last day of school.
 - Families want to vacation together and the good weather and warm water makes 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.
 - August has warmer temperatures than June and could create uncomfortable learning environments in schools not equipped with air conditioning.
 - Minnesota and Michigan, two major competitors to Wisconsin, have state laws requiring schools to start after Labor Day. Repealing Wisconsin's law would put the state's tourism industry at a competitive disadvantage.
 - The labor pool relies on income from the last weeks of August. In many cases, these employees are high school students who will use the income for their post-secondary education.