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"Wisconsin Tourism's Legislative Voice"

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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
- In 2012, visitors spent \$3.3 billion between July and September, \$600 million more than they did between April and June. Removing the September 1 school start date would clearly lead to less revenue for Wisconsin businesses during this peak season and less income for employees at a time when the economy is still recovering.
- 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 mid-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.
- Local school boards and districts 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.