

Room Tax Commission

Agency Overview

Agency Mission

The agency's mission is to promote Madison as a destination through marketing and promotional efforts.

Agency Overview

Starting in 2017, room tax revenues are allocated through the Room Tax Commission. Under Wisconsin state law, 70% of total revenue must be utilized for tourism and marketing efforts and tangible municipal development. The budget outlined in the Executive Budget reflects the budget adopted by the Room Tax Commission.

2020 Budget Highlights

The 2020 Executive Budget:

- Anticipates \$752,000 in additional proceeds from Room Tax receipts.
- Allocates \$5.46 million to the Greater Madison Convention and Visitors Bureau.
- Allocates \$237,500 for City Tourism Marketing Activities, including \$30,000 to install temporary art downtown.
- Allocates \$5.46 million to fund operating costs and capital improvements at Monona Terrace.
- Allocates \$2.74 million for subsidies to the Henry Vilas Zoo, Olbrich Gardens, and Overture Center.
- See the Room Tax Fund in the Cash Flow section for a full breakout of 2020 expenditures authorized by the Room Tax Commission.

Room Tax Commission**Function:****Planning & Development***Budget Overview*

Agency Budget by Fund

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Other Restricted	17,898,932	19,055,404	19,010,622	19,800,372	19,800,372
TOTAL	\$ 17,898,932	\$ 19,055,404	\$ 19,010,622	\$ 19,800,372	\$ 19,800,372

Agency Budget by Service

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Room Tax Commission	17,898,932	19,055,404	19,010,622	19,800,372	19,800,372
TOTAL	\$ 17,898,932	\$ 19,055,404	\$ 19,010,622	\$ 19,800,372	\$ 19,800,372

Agency Budget by Major-Revenue

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
General Revenues	(17,898,932)	(18,800,133)	(18,800,133)	(19,552,138)	(19,552,138)
Investments & Other Contributions	-	(12,186)	(10,489)	(12,674)	(12,674)
Other Financing Source	-	(243,085)	(200,000)	(235,560)	(235,560)
TOTAL	\$ (17,898,932)	\$ (19,055,404)	\$ (19,010,622)	\$ (19,800,372)	\$ (19,800,372)

Agency Budget by Major-Expenses

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Purchased Services	6,541,233	7,880,185	7,833,874	8,552,441	8,552,441
Debt & Other Financing	540,411	-	5,185	-	-
Transfer Out	10,817,287	11,175,219	11,171,563	11,247,931	11,247,931
TOTAL	\$ 17,898,932	\$ 19,055,404	\$ 19,010,622	\$ 19,800,372	\$ 19,800,372

Room Tax Commission

Function: Planning & Development

Service Overview

Service: Room Tax Commission

Citywide Element: Culture and Character

Service Description

This service is responsible for administering the room tax funds as prescribed by the Room Tax Commission. This service is fully supported by revenues from room tax receipts. The goal of the service is to promote Madison as a destination through marketing and tourism related activities and tangible municipal development.

Major Budget Changes

- Room Tax receipts are expected to increase by \$752,000 and will fund increases to:
 - o Monona Terrace operating subsidy (\$399k); debt service payments reduced (\$528k)
 - o Greater Madison Convention and Visitors Bureau (\$564k)
 - o Overture Center Subsidy (\$95k)
 - o Retained for general purposes (\$222k)

Activities Performed by this Service

- Support operations for Monona Terrace.
- Continue current contract with the Greater Madison Visitors Bureau.
- Provide funding for tourism related efforts, including Sister Cities, firework events, civic conferences and fairs, and arts events.
- Monitor transient housing through Public Health.

Service Budget by Fund

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
General	-	-	-	-	-
Other-Expenditures	17,898,932	19,055,404	19,010,622	19,800,372	19,800,372
TOTAL	\$ 17,898,932	\$ 19,055,404	\$ 19,010,622	\$ 19,800,372	\$ 19,800,372

Service Budget by Account Type

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Revenue	(17,898,932)	(19,055,404)	(19,010,622)	(19,800,372)	(19,800,372)
Personnel	-	-	-	-	-
Non-Personnel	17,898,932	19,055,404	19,010,622	19,800,372	19,800,372
Agency Charges	-	-	-	-	-
TOTAL	\$ -	\$ -	\$ -	\$ -	\$ -

Room Tax CommissionFunction: **Planning & Development***Line Item Detail*Agency Primary Fund: **Other Restricted**

General Revenues

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Room Tax	(17,891,044)	(18,800,133)	(18,800,133)	(19,552,138)	(19,552,138)
Pen Int Delinq Other Tax	(7,888)	-	-	-	-
TOTAL	\$ (17,898,932)	\$ (18,800,133)	\$ (18,800,133)	\$ (19,552,138)	\$ (19,552,138)

Investments & Contributions

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Interest	-	(12,186)	(10,489)	(12,674)	(12,674)
TOTAL	\$ -	\$ (12,186)	\$ (10,489)	\$ (12,674)	\$ (12,674)

Other Finance Sources

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Fund Balance Applied	-	(243,085)	(200,000)	(235,560)	(235,560)
TOTAL	\$ -	\$ (243,085)	\$ (200,000)	\$ (235,560)	\$ (235,560)

Purchased Services

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Facility Rental	217	-	-	-	-
Memberships	29,975	-	-	-	-
Consulting Services	14,564	-	-	-	-
Advertising Services	1,765	-	-	-	-
Program Services	-	18,800	18,800	19,552	19,552
Other Services & Expenses	41,498	15,000	15,000	15,000	15,000
Grants	6,453,215	7,846,385	7,800,074	8,517,889	8,517,889
TOTAL	\$ 6,541,233	\$ 7,880,185	\$ 7,833,874	\$ 8,552,441	\$ 8,552,441

Debt & Other Financing

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Fund Balance Generated	540,411	-	5,185	-	-
TOTAL	\$ 540,411	\$ -	\$ 5,185	\$ -	\$ -

Transfer Out

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Transfer Out To General	5,692,313	5,564,696	5,561,040	5,786,642	5,786,642
Transfer Out To Cnvt Center	5,124,974	5,610,523	5,610,523	5,461,289	5,461,289
TOTAL	\$ 10,817,287	\$ 11,175,219	\$ 11,171,563	\$ 11,247,931	\$ 11,247,931