

ROOM TAX FUND

	<u>2016 Actual</u>	<u>2017 Budget</u>	<u>2017 Projected</u>	<u>2018 Executive</u>	<u>2018 Adopted</u>
Fund Balance, January 1	884,927	912,772	923,757	904,537	-
Restricted for Bond Requirements	-	-	-	-	-
Reserved for Monona Terrace Capital Projects	(466,211)	(466,212)	(616,410)	(457,000)	-
Committed for Event Booking Assistance	(446,561)	(446,560)	(305,246)	(305,246)	-
Balance of Unassigned Funds, January 1	<u>\$ (27,845)</u>	<u>\$ -</u>	<u>\$ 2,101</u>	<u>\$ 142,291</u>	<u>\$ -</u>

SOURCES

Estimated Total Room Tax Receipts	14,555,514	15,744,615	15,494,615	16,269,346	-
Room Tax Increase to 10%	-	-	-	1,807,705	-
Transfer In from General Fund (for Monona Terrace Reserves)	-	-	-	-	-
Interest Revenue	<u>9,435</u>	<u>8,784</u>	<u>10,044</u>	<u>10,546</u>	<u>-</u>
TOTAL SOURCES	<u>\$ 14,564,949</u>	<u>\$ 15,753,399</u>	<u>\$ 15,504,659</u>	<u>\$ 18,087,597</u>	<u>\$ -</u>

USES

Tangible Municipal Development (s. 66.0615 (1) (fm) 3., Wis. Stats.)

Monona Terrace:

Debt Service Payment-Revenue Bond Issue (a)	867,525	824,875	824,875	797,600	-
Debt Service Payment-Gen'l Obligation Bond Issue (a)	-	25,798	25,798	50,000	-
Operating Subsidy	2,981,191	3,746,645	3,746,598	4,000,000	-
Capital Purchases	481,214	475,000	475,000	558,000	-
Reserves (b)	<u>-</u>	<u>(618,810)</u>	<u>(618,810)</u>	<u>-</u>	<u>-</u>
Subtotal Monona Terrace	<u>\$ 4,329,930</u>	<u>\$ 4,453,508</u>	<u>\$ 4,453,461</u>	<u>\$ 5,405,600</u>	<u>\$ -</u>

Henry Vilas Zoo and Olbrich Gardens (j)	\$ -	\$ 642,352	\$ 642,352	\$ 642,352	\$ -
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<u>Overture Center Subsidy from Room Tax</u>	<u>\$ 1,750,000</u>	<u>\$ 1,900,000</u>	<u>\$ 1,900,000</u>	<u>\$ 1,900,000</u>	<u>-</u>
Subtotal Tangible Municipal Development	6,079,930	6,995,860	6,995,813	7,947,952	-
Share of Room Tax Revenues	42%	44%	45%	49%	

ROOM TAX FUND

	<u>2016 Actual</u>	<u>2017 Budget</u>	<u>2017 Projected</u>	<u>2018 Executive</u>	<u>2018 Adopted</u>
Tourism Marketing (s. 66.0615 (1) (fm) 1., Wis. Stats.)					
<u>Greater Madison Convention and Visitors Bureau:</u>					
Destination Marketing (c)	3,006,209	3,514,680	3,493,323	4,028,600	-
Estimated Event Booking Assistance Subsidy	191,446	200,000	200,000	200,000	-
Additional Funding (b)	-	-	-	-	-
Subtotal GMCVB	<u>\$ 3,197,655</u>	<u>\$ 3,714,680</u>	<u>\$ 3,693,323</u>	<u>\$ 4,228,600</u>	<u>\$ -</u>
<u>City Tourism Marketing Activities</u>					
Support for Fireworks Events (d)	15,000	10,000	10,000	15,000	-
Sister Cities Program	15,080	20,000	20,000	30,000	-
Civic Conferences / Fairs / Festivals / Summer Concerts	57,260	130,000	110,000	140,000	-
Civic Conferences (e)	3,750	35,000	25,000	35,000	-
Civic Promotion (f)	1,500	15,000	10,000	15,000	-
Dane Dances (g)	21,510	20,000	20,000	25,000	-
Make Music Madison (g)	25,000	25,000	25,000	25,000	-
Songwriting Conference (g)	-	25,000	25,000	25,000	-
Fairs / Festivals / Summer Concerts (g)	-	-	-	15,000	-
Revelry (g)	5,000	5,000	-	-	-
Bandswap (g)	500	5,000	5,000	-	-
WIAA Basketball Tournament (h)	15,000	15,000	15,000	15,000	-
Subtotal City Tourism Marketing	<u>\$ 102,340</u>	<u>\$ 175,000</u>	<u>\$ 155,000</u>	<u>\$ 200,000</u>	<u>\$ -</u>
Subtotal Tourism Marketing	<u>\$ 3,299,995</u>	<u>\$ 3,889,680</u>	<u>\$ 3,848,323</u>	<u>\$ 4,428,600</u>	<u>\$ -</u>
Share of Room Tax Revenues	23%	25%	25%	24%	
Room Tax Commission Administration		15,745	15,745	17,206	-
Room Tax Commission Enforcement of Transient Tourist Rooming Houses (i)		50,000	12,600	15,000	-
Share of Room Tax Revenues	0.0%	0.4%	0.2%	0.2%	
Reserves					
Share of Room Tax Revenues					
Room Tax Commission		\$ 10,951,285	\$ 10,872,481	\$ 12,408,758	\$ -
Tourism-Related Share of Room Tax	64%	69%	70%	69%	
Room Tax Retained for General Purposes					
General Purposes (b)	5,067,194	4,647,020	4,572,398	5,347,279	-
Arts Grants	79,000	79,000	79,000	79,000	-
Subtotal Retained for Other Purposes	<u>\$ 5,146,194</u>	<u>\$ 4,726,020</u>	<u>\$ 4,651,398</u>	<u>\$ 5,426,279</u>	<u>\$ -</u>
Share of Room Tax Revenues	35%	30%	30%	33%	
TOTAL USES	<u>\$ 14,526,119</u>	<u>\$ 15,677,305</u>	<u>\$ 15,523,879</u>	<u>\$ 17,835,037</u>	<u>\$ -</u>
Fund Balance, December 31	<u>\$ 923,757</u>	<u>\$ 988,866</u>	<u>\$ 904,537</u>	<u>\$ 1,157,097</u>	<u>\$ -</u>
Committed for Monona Terrace Capital Projects	\$ (616,410)	\$ (466,212)	\$ (457,000)	\$ (457,000)	\$ -
Committed for Event Booking Assistance	(305,246)	(446,560)	(305,246)	(305,246)	-
Balance of Unassigned Funds, December 31 (b)	<u>\$ 2,101</u>	<u>\$ 76,094</u>	<u>\$ 142,291</u>	<u>\$ 394,851</u>	<u>\$ -</u>

The presentation of the Room Tax Fund has been modified from prior years to reflect changes to state law and to reflect the requirement, first effective in 2017, that 70 percent of room tax revenues be transferred for allocation by a Room Tax Commission created by the City.

(a) The CDA lease revenue bonds were refinanced in late 2012. This refinancing will reduce debt service by an average of \$150,000 annually until the bonds are retired in 2020. In addition, the reserve required by the bond was moved to the CDA. The General Obligation bonds were initially issued as part of the original Monona Terrace financing. They are due to be retired in 2014. It is anticipated that the revenues made available from this reduction in spending will be used to replenish the Monona Terrace reserves beginning in 2015.

(b) Under state law, 70% of room taxes are distributed by the Room Tax Commission and 30% are retained by the City. The 2017 Executive Operating Budget appropriates \$598,857 from Monona Terrace reserves for Monona Terrace operations. The Room Tax Commission anticipates allocating sufficient room tax revenues in 2018 on a permanent basis to eliminate the reliance on Monona Terrace reserves, as well as providing additional room tax subsidy to Monona Terrace to help reach the goal that reserves are at least 20% of expenditures. The "Balance of Unassigned Funds" represent the unspent portion of the 70% of room taxes allocated to the Room Tax Commission. The Room Tax Commission plans to establish a policy for setting aside room tax revenues in the event of shortfalls in actual room tax revenues compared with estimates.

(c) In 2015, funds reflect implementation of a new contract with Greater Madison Convention and Visitors Bureau (GMCVB) through 2018, with the option of a four-year renewal. The contract will increase the room tax allocation to GMCVB from 20% of prior year revenues in 2014 to 30% by 2020 and 34% by 2022. The 2017 share of prior year revenues will increase to 24% from 22% in 2016. Funding increases resulting from the agreement will be invested, for the purpose of increasing conventions and other events in Madison, in additional resources in the following five areas: convention sales, convention services, marketing, sports development and strategic planning.

(d) In 2016, \$15,000 was provided to help support fireworks events, including Shake the Lake and Elver Park. The Room Tax Commission authorized \$10,000 for 2017 and \$15,000 in 2018.

(e) These funds will be used to promote conferences and/or enterprises that the City helps host or sponsor that are designed to provide education and training for Madisonians and also to promote Madison as a city of distinction and place of topical interest.

(f) This includes funds for events as determined by the Arts Commission that result in tourism and hotel room nights in the City. Funding for Dane Dances is increased by \$5,000 in 2018.

(g) This includes funding for Dane Dances (\$20,000); Make Music Madison, a summer solstice festival (\$25,000); a Madison Songwriting Conference and Festival (\$25,000); a Revelry Music and Arts Festival (\$5,000); and, a BandSwap event (\$5,000). In 2017, Dane Dances is increased by \$5,000.

(h) In 2018, \$15,000 is continued to support the WIAA Tournament.

(i) Allocation of funding for enforcement of state laws and City ordinances related to tourism rooming houses is subject to approval by the Room Tax Commission.

(j) Allocation of funding to support operating subsidies to the Henry Vilas Zoo, the Olbrich Botanical Gardens, and the Overture Center is authorized by the Room Tax Commission, consistent with state law. In 2017, the Overture Center subsidy is increased by \$150,000 (from \$1,750,000 to \$1,900,000).

By the adoption of this budget, the City Council hereby incorporates the decisions of the Room Tax Commission into the 2018 operating budget in accordance with state law. The 2018 Executive Budget incorporates and increase in the room tax rate from 9% to 10% for the Room Tax Fund.