

# Room Tax Commission

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## *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 Adopted Budget reflects the budget adopted by the Room Tax Commission.

### 2021 Budget Highlights

The 2021 Adopted Budget reflects funding allocations adopted by the Room Tax Commission. These adjustments reflect an overall \$6.2 million reduction in 2021 Room Tax revenues. These reductions will be implemented by:

- Budgeting \$13.4 million in Room Tax receipts, a \$6.2 million decrease from the 2020 Adopted Budget.
- Allocating \$3.9 million to the Greater Madison Convention and Visitors Bureau, a \$1.6 million decrease from the 2020 Adopted Budget.
- Allocating \$158,000 for City Tourism Marketing Activities, an \$80,000 decrease from the 2020 Adopted Budget.
- Allocating \$3.75 million to fund operating costs and capital improvements at Monona Terrace, a \$1.7 million decrease from the 2020 Adopted Budget.
- Allocating \$1.5 million to the Overture Center, a \$595,000 decrease from the 2020 Adopted Budget.
- Allocating \$0 to Henry Vilas Zoo and Olbrich Gardens, a \$642,000 decrease from the 2020 Adopted Budget.
- See the Room Tax Fund in the Cash Flow section for a full breakout of 2021 expenditures authorized by the Room Tax Commission.

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

## Agency Budget by Fund

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive	2021 Adopted
Other Restricted	18,948,817	19,800,372	9,811,759	14,670,630	13,471,768	13,471,768
<b>TOTAL</b>	<b>\$ 18,948,817</b>	<b>\$ 19,800,372</b>	<b>\$ 9,811,759</b>	<b>\$ 14,670,630</b>	<b>\$ 13,471,768</b>	<b>\$ 13,471,768</b>

## Agency Budget by Service

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive	2021 Adopted
Undefined	-	-	-	-	-	-
Room Tax Commission	18,948,817	19,800,372	9,811,759	14,670,630	13,471,768	13,471,768
<b>TOTAL</b>	<b>\$ 18,948,817</b>	<b>\$ 19,800,372</b>	<b>\$ 9,811,759</b>	<b>\$ 14,670,630</b>	<b>\$ 13,471,768</b>	<b>\$ 13,471,768</b>

## Agency Budget by Major-Revenue

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive	2021 Adopted
General Revenues	(18,929,841)	(19,552,138)	(9,464,921)	(14,664,103)	(13,402,327)	(13,402,327)
Investments & Other Contributions	(18,976)	(12,674)	(6,135)	(6,527)	(7,590)	(7,590)
Other Financing Source	-	(235,560)	(340,703)	-	(61,851)	(61,851)
<b>TOTAL</b>	<b>\$ (18,948,817)</b>	<b>\$ (19,800,372)</b>	<b>\$ (9,811,759)</b>	<b>\$ (14,670,630)</b>	<b>\$ (13,471,768)</b>	<b>\$ (13,471,768)</b>

## Agency Budget by Major-Expenses

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive	2021 Adopted
Purchased Services	7,637,209	8,552,441	4,381,500	5,960,000	5,588,000	5,588,000
Debt & Other Financing	111,978	-	-	511,399	23,198	23,198
Transfer Out	11,199,630	11,247,931	5,430,259	8,199,231	7,860,570	7,860,570
<b>TOTAL</b>	<b>\$ 18,948,817</b>	<b>\$ 19,800,372</b>	<b>\$ 9,811,759</b>	<b>\$ 14,670,630</b>	<b>\$ 13,471,768</b>	<b>\$ 13,471,768</b>



# Room Tax Commission

Function: Planning & Development

Line Item Detail

Agency Primary Fund: Other Restricted

General Revenues

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive	2021 Adopted
Room Tax	(18,904,300)	(19,552,138)	(9,464,921)	(14,664,103)	(13,402,327)	(13,402,327)
Pen Int Delinq Other Tax	(25,541)	-	-	-	-	-
<b>TOTAL</b>	<b>\$ (18,929,841)</b>	<b>\$ (19,552,138)</b>	<b>\$ (9,464,921)</b>	<b>\$ (14,664,103)</b>	<b>\$ (13,402,327)</b>	<b>\$ (13,402,327)</b>

Investments & Contributions

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive	2021 Adopted
Interest	(18,976)	(12,674)	(6,135)	(6,527)	(7,590)	(7,590)
<b>TOTAL</b>	<b>\$ (18,976)</b>	<b>\$ (12,674)</b>	<b>\$ (6,135)</b>	<b>\$ (6,527)</b>	<b>\$ (7,590)</b>	<b>\$ (7,590)</b>

Other Finance Sources

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive	2021 Adopted
Fund Balance Applied	-	(235,560)	(340,703)	-	(61,851)	(61,851)
<b>TOTAL</b>	<b>\$ -</b>	<b>\$ (235,560)</b>	<b>\$ (340,703)</b>	<b>\$ -</b>	<b>\$ (61,851)</b>	<b>\$ (61,851)</b>

Purchased Services

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive	2021 Adopted
Conferences & Training	4,663	-	-	-	-	-
Memberships	28,400	-	-	-	-	-
Consulting Services	15,000	-	-	-	-	-
Advertising Services	982	-	-	-	-	-
Program Services	5,000	19,552	-	15,000	15,000	15,000
Other Services & Expenses	2,350	15,000	-	506,900	15,000	15,000
Grants	7,580,814	8,517,889	4,381,500	5,438,100	5,558,000	5,558,000
<b>TOTAL</b>	<b>\$ 7,637,209</b>	<b>\$ 8,552,441</b>	<b>\$ 4,381,500</b>	<b>\$ 5,960,000</b>	<b>\$ 5,588,000</b>	<b>\$ 5,588,000</b>

Debt & Other Financing

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive	2021 Adopted
Interest	-	-	-	-	23,198	23,198
Fund Balance Generated	111,978	-	-	511,399	-	-
<b>TOTAL</b>	<b>\$ 111,978</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 511,399</b>	<b>\$ 23,198</b>	<b>\$ 23,198</b>

Transfer Out

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive	2021 Adopted
Transfer Out To General	6,015,090	5,786,642	2,760,476	4,399,231	4,020,698	4,020,698
Transfer Out To Debt Service	-	-	-	-	113,070	113,070
Transfer Out To Capital	5,329	-	-	-	167,500	167,500
Transfer Out To Cnvt Center	5,179,211	5,461,289	2,669,783	3,800,000	3,559,302	3,559,302
<b>TOTAL</b>	<b>\$ 11,199,630</b>	<b>\$ 11,247,931</b>	<b>\$ 5,430,259</b>	<b>\$ 8,199,231</b>	<b>\$ 7,860,570</b>	<b>\$ 7,860,570</b>