

# 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.

### 2022 Budget Highlights

The 2022 Executive Budget reflects funding allocations adopted by the Room Tax Commission. These adjustments reflect an overall \$848,000 increase in Room Tax revenues when compared to the 2021 Adopted Budget. Budget increases will be implemented by:

- Budgeting \$14.25 million in Room Tax receipts, an \$848,000 increase from the 2021 Adopted Budget.
- Allocating \$4.1 million to the Greater Madison Convention and Visitors Bureau, a \$200,000 increase from the 2021 Adopted Budget.
- Allocating \$145,000 for City Tourism Marketing Activities, an \$13,000 decrease from the 2021 Adopted Budget.
- Allocating \$3.96 million to fund operating costs at Monona Terrace, a \$403,000 increase from the 2021 Adopted Budget.
- Allocating \$1.6 million to the Overture Center, a \$100,000 increase from the 2021 Adopted Budget.
- Allocating \$0 to Henry Vilas Zoo and Olbrich Gardens, which is unchanged from the 2021 Adopted Budget.
- Budgeting \$4.196 million of Room Tax revenue to be retained by the General Fund, a \$254,000 increase from the 2021 Adopted Budget.
- See the Room Tax Fund in the Cash Flow section for a full breakout of 2022 expenditures authorized by the Room Tax Commission.

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

## Agency Budget by Fund

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Other Restricted	9,027,387	13,471,768	13,471,768	13,471,768	14,252,850
<b>TOTAL</b>	<b>\$ 9,027,387</b>	<b>\$ 13,471,768</b>	<b>\$ 13,471,768</b>	<b>\$ 13,471,768</b>	<b>\$ 14,252,850</b>

## Agency Budget by Service

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Room Tax Commission	9,027,387	13,471,768	13,471,768	13,471,768	14,252,850
<b>TOTAL</b>	<b>\$ 9,027,387</b>	<b>\$ 13,471,768</b>	<b>\$ 13,471,768</b>	<b>\$ 13,471,768</b>	<b>\$ 14,252,850</b>

## Agency Budget by Major-Revenue

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
General Revenues	(5,862,255)	(13,402,327)	(13,402,327)	(13,402,327)	(14,250,000)
Investments & Other Contributions	(1,954)	(7,590)	(7,590)	(7,590)	(2,850)
Other Financing Source	(3,163,179)	(61,851)	(61,851)	(61,851)	-
<b>TOTAL</b>	<b>\$ (9,027,387)</b>	<b>\$ (13,471,768)</b>	<b>\$ (13,471,768)</b>	<b>\$ (13,471,768)</b>	<b>\$ (14,252,850)</b>

## Agency Budget by Major-Expenses

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Purchased Services	3,981,452	5,588,000	5,588,000	5,588,000	5,875,000
Debt & Other Financing	-	23,198	23,198	23,198	4,278
Transfer Out	5,045,935	7,860,570	7,860,570	7,860,570	8,373,572
<b>TOTAL</b>	<b>\$ 9,027,387</b>	<b>\$ 13,471,768</b>	<b>\$ 13,471,768</b>	<b>\$ 13,471,768</b>	<b>\$ 14,252,850</b>

*Service Overview*

**Service:** Room Tax Commission

**Citywide Element:** Culture and Character

*Service Description*

This service is responsible for administering the Room Tax fund as prescribed by the Room Tax Commission, which 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 \$848,000 (6%) from the 2021 Adopted Budget. The budgeted \$14.25 million in Room Tax receipts will fund:
  - o Monona Terrace net operating subsidy (\$3.96 million) and debt service payments (\$138,000)
  - o Greater Madison Convention and Visitors Bureau marketing (\$3.90 million) and event booking assistance subsidy (\$200,000)
  - o Overture Center Subsidy (\$1.60 million)
  - o Retained for general purposes (\$4.196 million) and arts grants (\$79,000)

*Activities Performed by this Service*

- Support operations for Monona Terrace.
- Continue current contract with the Greater Madison Visitors Bureau, which was amended in 2020 in wake of reduced Room Tax revenue.
- Provide funding for tourism related efforts, including Sister Cities, firework events, civic conferences and fairs, and arts events.

Service Budget by Fund

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
General	-	-	-	-	-
Other-Expenditures	9,027,387	13,471,768	13,471,768	13,471,768	14,252,850
<b>TOTAL</b>	<b>\$ 9,027,387</b>	<b>\$ 13,471,768</b>	<b>\$ 13,471,768</b>	<b>\$ 13,471,768</b>	<b>\$ 14,252,850</b>

Service Budget by Account Type

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Revenue	(9,027,387)	(13,471,768)	(13,471,768)	(13,471,768)	(14,252,850)
Personnel	-	-	-	-	-
Non-Personnel	9,027,387	13,471,768	13,471,768	13,471,768	14,252,850
Agency Charges	-	-	-	-	-
<b>TOTAL</b>	<b>\$ 0</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>

# Room Tax Commission

Function: Planning & Development

## Line Item Detail

Agency Primary Fund: Other Restricted

### General Revenues

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Room Tax	(5,859,666)	(13,402,327)	(13,402,327)	(13,402,327)	(14,250,000)
Pen Int Delinq Other Tax	(2,589)	-	-	-	-
<b>TOTAL</b>	<b>\$ (5,862,255)</b>	<b>\$ (13,402,327)</b>	<b>\$ (13,402,327)</b>	<b>\$ (13,402,327)</b>	<b>\$ (14,250,000)</b>

### Fine Forfeiture & Assessments

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
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### Investments & Contributions

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Interest	(1,954)	(7,590)	(7,590)	(7,590)	(2,850)
<b>TOTAL</b>	<b>\$ (1,954)</b>	<b>\$ (7,590)</b>	<b>\$ (7,590)</b>	<b>\$ (7,590)</b>	<b>\$ (2,850)</b>

### Other Finance Sources

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Fund Balance Applied	(3,163,179)	(61,851)	(61,851)	(61,851)	-
<b>TOTAL</b>	<b>\$ (3,163,179)</b>	<b>\$ (61,851)</b>	<b>\$ (61,851)</b>	<b>\$ (61,851)</b>	<b>\$ -</b>

### Purchased Services

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Memberships	1,500	-	-	-	-
Program Services	-	15,000	15,000	15,000	15,000
Other Services & Expenses	4,500	15,000	15,000	15,000	15,000
Grants	3,975,452	5,558,000	5,558,000	5,558,000	5,845,000
<b>TOTAL</b>	<b>\$ 3,981,452</b>	<b>\$ 5,588,000</b>	<b>\$ 5,588,000</b>	<b>\$ 5,588,000</b>	<b>\$ 5,875,000</b>

### Debt & Other Financing

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Interest	-	23,198	23,198	23,198	1,428
<b>TOTAL</b>	<b>\$ -</b>	<b>\$ 23,198</b>	<b>\$ 23,198</b>	<b>\$ 23,198</b>	<b>\$ 4,278</b>

### Transfer Out

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Transfer Out To General	-	4,020,698	4,020,698	4,020,698	4,275,000
Transfer Out To Debt Service	-	113,070	113,070	113,070	136,472
Transfer Out To Capital	4,967	167,500	167,500	167,500	-
Transfer Out To Cnvt Center	5,040,968	3,559,302	3,559,302	3,559,302	3,962,100
<b>TOTAL</b>	<b>\$ 5,045,935</b>	<b>\$ 7,860,570</b>	<b>\$ 7,860,570</b>	<b>\$ 7,860,570</b>	<b>\$ 8,373,572</b>