

# 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 Executive Budget reflects the budget adopted by the Room Tax Commission.

### 2019 Budget Highlights

The 2019 Adopted Budget:

- Anticipates \$720,000 in additional proceeds from Room Tax receipts.
- Allocates \$4.9 million to the Greater Madison Convention and Visitors Bureau.
- Allocates \$225,000 for City Tourism Marketing Activities, including \$20,000 to install temporary art downtown
- Allocates \$5.6 million to fund operating costs and capital improvements at Monona Terrace.
- Allocates \$2.6 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 2019 expenditures authorized by the Room Tax Commission.





# Room Tax Commission

Function: Planning & Development

Line Item Detail

Agency Primary Fund: Other Restricted

**General Revenues**

	2017 Actual	2018 Adopted	2018 Projected	2019 Request	2019 Executive	2019 Adopted
Room Tax	(15,483,107)	(16,269,346)	(16,269,346)	(18,800,133)	(18,800,133)	(18,800,133)
Pen Int Delinq Other Tax	(10,183)	-	-	-	-	-
<b>TOTAL</b>	<b>\$ (15,493,290)</b>	<b>\$ (16,269,346)</b>	<b>\$ (16,269,346)</b>	<b>\$ (18,800,133)</b>	<b>\$ (18,800,133)</b>	<b>\$ (18,800,133)</b>

**Investments & Contributions**

	2017 Actual	2018 Adopted	2018 Projected	2019 Request	2019 Executive	2019 Adopted
Interest	(580)	(10,546)	(10,546)	(12,186)	(12,186)	(12,186)
<b>TOTAL</b>	<b>\$ (580)</b>	<b>\$ (10,546)</b>	<b>\$ (10,546)</b>	<b>\$ (12,186)</b>	<b>\$ (12,186)</b>	<b>\$ (12,186)</b>

**Other Finance Sources**

	2017 Actual	2018 Adopted	2018 Projected	2019 Request	2019 Executive	2019 Adopted
Fund Balance Applied	-	(50,590)	(50,590)	(243,085)	(243,085)	(243,085)
<b>TOTAL</b>	<b>\$ -</b>	<b>\$ (50,590)</b>	<b>\$ (50,590)</b>	<b>\$ (243,085)</b>	<b>\$ (243,085)</b>	<b>\$ (243,085)</b>

**Purchased Services**

	2017 Actual	2018 Adopted	2018 Projected	2019 Request	2019 Executive	2019 Adopted
Conferences & Training	18,200	-	-	-	-	-
Memberships	8,998	-	-	-	-	-
Consulting Services	27,600	-	-	-	-	-
Advertising Services	276	-	-	-	-	-
Program Services	-	17,206	17,206	18,800	18,800	18,800
Other Services & Expenses	48,934	15,000	15,000	15,000	15,000	15,000
Grants	5,872,273	6,087,708	6,087,708	7,846,385	7,846,385	7,846,385
<b>TOTAL</b>	<b>\$ 5,976,281</b>	<b>\$ 6,119,914</b>	<b>\$ 6,119,914</b>	<b>\$ 7,880,185</b>	<b>\$ 7,880,185</b>	<b>\$ 7,880,185</b>

**Debt & Other Financing**

	2017 Actual	2018 Adopted	2018 Projected	2019 Request	2019 Executive	2019 Adopted
Fund Balance Generated	169,347	-	-	-	-	-
<b>TOTAL</b>	<b>\$ 169,347</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>

**Transfer Out**

	2017 Actual	2018 Adopted	2018 Projected	2019 Request	2019 Executive	2019 Adopted
Transfer Out To General	4,977,946	4,804,968	4,804,968	5,564,696	5,564,696	5,564,696
Transfer Out To Cnvt Center	4,370,296	5,405,600	5,405,600	5,610,523	5,610,523	5,610,523
<b>TOTAL</b>	<b>\$ 9,348,242</b>	<b>\$ 10,210,568</b>	<b>\$ 10,210,568</b>	<b>\$ 11,175,219</b>	<b>\$ 11,175,219</b>	<b>\$ 11,175,219</b>