

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.

2019 Budget Highlights

The 2019 Executive Budget:

- Anticipates \$2.5 million in additional proceeds from Room Tax receipts.
- Allocates \$4.9m to the Greater Madison Convention and Visitors Bureau.
- Allocates \$5.1 million for City Tourism Marketing Activities.
- 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****Budget by Service (All Funds)**

	2017 Actual	2018 Adopted	2018 Projected	2019 Request	2019 Executive
Revenue					
Room Tax Commission	(15,493,870)	(16,330,482)	(16,330,482)	(19,055,404)	(19,055,404)
Total Revenue	\$ (15,493,870)	\$ (16,330,482)	\$ (16,330,482)	\$ (19,055,404)	\$ (19,055,404)
Expense					
Room Tax Commission	15,493,870	16,330,482	16,330,482	19,055,404	19,055,404
Total Expense	\$ 15,493,870	\$ 16,330,482	\$ 16,330,482	\$ 19,055,404	\$ 19,055,404

Budget by Fund & Major**Fund: Other Restricted**

	2017 Actual	2018 Adopted	2018 Projected	2019 Request	2019 Executive
Revenue					
General Revenues	(15,493,290)	(16,269,346)	(16,269,346)	(18,800,133)	(18,800,133)
Investments & Contributions	(580)	(10,546)	(10,546)	(12,186)	(12,186)
Other Finance Source	-	(50,590)	(50,590)	(243,085)	(243,085)
Total Revenue	\$ (15,493,870)	\$ (16,330,482)	\$ (16,330,482)	\$ (19,055,404)	\$ (19,055,404)
Expense					
Purchased Services	5,976,281	6,119,914	6,119,914	7,880,185	7,880,185
Debt & Other Financing	169,347	-	-	-	-
Transfer Out	9,348,242	10,210,568	10,210,568	11,175,219	11,175,219
Total Expense	\$ 15,493,870	\$ 16,330,482	\$ 16,330,482	\$ 19,055,404	\$ 19,055,404
Net General Fund	\$ -	\$ -	\$ -	\$ -	\$ -

Room Tax Commission

Function: Planning & Development

Service Overview

Service: Room Tax Commission

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.

2019 Planned Activities

- 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, and civic conferences fairs and concerts.
- Continue monitoring transient housing through Public Health.

Service Budget by Account Type

	2017 Actual	2018 Adopted	2018 Projected	2019 Request	2019 Executive
Revenue	(15,493,870)	(16,330,482)	(16,330,482)	(19,055,404)	(19,055,404)
Expense	15,493,870	16,330,482	16,330,482	19,055,404	19,055,404
Net Service Budget	\$ -	\$ -	\$ -	\$ -	\$ -

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
Room Tax	(15,483,107)	(16,269,346)	(16,269,346)	(18,800,133)	(18,800,133)
Pen Int Delinq Other Tax	(10,183)	-	-	-	-
TOTAL	\$ (15,493,290)	\$ (16,269,346)	\$ (16,269,346)	\$ (18,800,133)	\$ (18,800,133)

Investments & Contributions

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

Other Finance Sources

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

Purchased Services

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

Debt & Other Financing

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

Transfer Out

	2017 Actual	2018 Adopted	2018 Projected	2019 Request	2019 Executive
Transfer Out To General	4,977,946	4,804,968	4,804,968	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
TOTAL	\$ 9,348,242	\$ 10,210,568	\$ 10,210,568	\$ 11,175,219	\$ 11,175,219