

# 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.

### 2018 Budget Highlights

The 2018 Executive Budget includes funding for:

- An increase to the current room tax rate from 9% to 10%; the projected annual impact of the increase is \$1.8 million, the General Fund share of this increase is \$500,000.
- See the Room Tax Fund in the Cash Flow section for a full breakout of 2018 expenditures authorized by the Room Tax Commission.

**Room Tax Commission****Function: Planning & Development***Budget Overview***Budget by Service (All Funds)**

	2016 Actual	2017 Adopted	2017 Projected	2018 Request	2018 Executive
<b>Revenue</b>					
Undefined	(14,564,950)	(15,753,399)	(15,530,497)	(16,330,482)	(18,087,597)
<b>Total Revenue</b>	<b>\$ (14,564,950)</b>	<b>\$ (15,753,399)</b>	<b>\$ (15,530,497)</b>	<b>\$ (16,330,482)</b>	<b>\$ (18,087,597)</b>
<b>Expense</b>					
Undefined	14,564,950	15,753,399	15,530,497	16,330,482	18,087,597
<b>Total Expense</b>	<b>\$ 14,564,950</b>	<b>\$ 15,753,399</b>	<b>\$ 15,530,497</b>	<b>\$ 16,330,482</b>	<b>\$ 18,087,597</b>
<b>Net General Fund</b>	<b>\$ -</b>				

**Budget by Fund & Major**

Fund: Other Restricted

	2016 Actual	2017 Adopted	2017 Projected	2018 Request	2018 Executive
<b>Revenue</b>					
General Revenues	(14,555,514)	(15,744,615)	(15,494,615)	(16,269,346)	(18,077,051)
Investments & Contributions	(9,435)	(8,784)	(10,044)	(10,546)	(10,546)
Other Finance Source	-	-	(25,838)	(50,590)	-
<b>Total Revenue</b>	<b>\$ (14,564,950)</b>	<b>\$ (15,753,399)</b>	<b>\$ (15,530,497)</b>	<b>\$ (16,330,482)</b>	<b>\$ (18,087,597)</b>
<b>Expense</b>					
Purchased Services	5,049,995	6,573,918	6,504,638	6,119,914	7,082,158
Debt & Other Financing	38,830	-	-	-	252,560
Transfer Out	9,476,125	9,179,481	9,025,859	10,210,568	10,752,879
<b>Total Expense</b>	<b>\$ 14,564,950</b>	<b>\$ 15,753,399</b>	<b>\$ 15,530,497</b>	<b>\$ 16,330,482</b>	<b>\$ 18,087,597</b>
<b>Net General Fund</b>	<b>\$ -</b>				

# Room Tax Commission

Function: Planning & Development

## Service Overview

### Service: Undefined

#### 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.

#### 2018 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

	2016 Actual	2017 Adopted	2017 Projected	2018 Request	2018 Executive
Revenue	(14,564,950)	(15,753,399)	(15,530,497)	(16,330,482)	(18,087,597)
Expense	14,564,950	15,753,399	15,530,497	16,330,482	18,087,597
<b>Net Service Budget</b>	<b>\$ -</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**

	2016 Actual	2017 Adopted	2017 Projected	2018 Request	2018 Executive
Room Tax	(14,555,514)	(15,744,615)	(15,494,615)	(16,269,346)	(18,077,051)
<b>TOTAL</b>	<b>\$ (14,555,514)</b>	<b>\$ (15,744,615)</b>	<b>\$ (15,494,615)</b>	<b>\$ (16,269,346)</b>	<b>\$ (18,077,051)</b>

**Investments & Contributions**

	2016 Actual	2017 Adopted	2017 Projected	2018 Request	2018 Executive
Interest	(9,435)	(8,784)	(10,044)	(10,546)	(10,546)
<b>TOTAL</b>	<b>\$ (9,435)</b>	<b>\$ (8,784)</b>	<b>\$ (10,044)</b>	<b>\$ (10,546)</b>	<b>\$ (10,546)</b>

**Other Finance Sources**

	2016 Actual	2017 Adopted	2017 Projected	2018 Request	2018 Executive
Fund Balance Applied	-	-	(25,838)	(50,590)	-
<b>TOTAL</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ (25,838)</b>	<b>\$ (50,590)</b>	<b>\$ -</b>

**Purchased Services**

	2016 Actual	2017 Adopted	2017 Projected	2018 Request	2018 Executive
Memberships	3,750	-	-	-	-
Consulting Services	30,000	50,000	-	-	-
Program Services	-	15,745	15,000	17,206	17,206
Other Services & Expenses	38,510	-	6,470,419	15,000	15,000
Grants	4,977,735	6,508,173	19,219	6,087,708	7,049,952
<b>TOTAL</b>	<b>\$ 5,049,995</b>	<b>\$ 6,573,918</b>	<b>\$ 6,504,638</b>	<b>\$ 6,119,914</b>	<b>\$ 7,082,158</b>

**Debt & Other Financing**

	2016 Actual	2017 Adopted	2017 Projected	2018 Request	2018 Executive
Fund Balance Generated	38,830	-	-	-	252,560
<b>TOTAL</b>	<b>\$ 38,830</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 252,560</b>

**Transfer Out**

	2016 Actual	2017 Adopted	2017 Projected	2018 Request	2018 Executive
Transfer Out To General	5,146,194	4,726,020	4,572,398	4,804,968	5,347,279
Transfer Out To Capital	481,214	-	-	-	-
Transfer Out To Cnvt Center	3,848,716	4,453,461	4,453,461	5,405,600	5,405,600
<b>TOTAL</b>	<b>\$ 9,476,125</b>	<b>\$ 9,179,481</b>	<b>\$ 9,025,859</b>	<b>\$ 10,210,568</b>	<b>\$ 10,752,879</b>