

# 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 Adopted 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, a \$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	2022 Adopted
Other Restricted	9,027,387	13,471,768	13,471,768	13,471,768	14,252,850	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>	<b>\$ 14,252,850</b>

## Agency Budget by Service

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

## Agency Budget by Major-Revenue

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive	2022 Adopted
General Revenues	(5,862,255)	(13,402,327)	(13,402,327)	(13,402,327)	(14,250,000)	(14,250,000)
Investments & Other Contributions	(1,954)	(7,590)	(7,590)	(7,590)	(2,850)	(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>	<b>\$ (14,252,850)</b>

## Agency Budget by Major-Expenses

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive	2022 Adopted
Purchased Services	3,981,452	5,588,000	5,588,000	5,588,000	5,875,000	5,875,000
Debt & Other Financing	-	23,198	23,198	23,198	4,278	4,278
Transfer Out	5,045,935	7,860,570	7,860,570	7,860,570	8,373,572	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>	<b>\$ 14,252,850</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	2022 Adopted
Room Tax	(5,859,666)	(13,402,327)	(13,402,327)	(13,402,327)	(14,250,000)	(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>	<b>\$ (14,250,000)</b>

### Investments & Contributions

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

### Other Finance Sources

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive	2022 Adopted
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>	<b>\$ -</b>

### Purchased Services

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

### Debt & Other Financing

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

### Transfer Out

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive	2022 Adopted
Transfer Out To General	-	4,020,698	4,020,698	4,020,698	4,275,000	4,275,000
Transfer Out To Debt Service	-	113,070	113,070	113,070	136,472	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	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>	<b>\$ 8,373,572</b>