

Room Tax Rate Increase

- Madison at 9%
- Milwaukee at 7% (Wisconsin Center District levies additional 2.5%)
- Fox Valley Communities at 10%
- Highest allowable rate is 8%, unless have convention center debt
- Each 1% adds approximately \$1.8 million
 - General Fund -- \$500,000
 - GMCVB at 24% Share -- \$400,000 (received in subsequent year)

Forecast– RTC Fund Balance – 9% Tax Rate

Average Growth	2%	5%	7%
2018	-\$650,000	-\$300,000	-\$120,000
2019	-\$1,200,000	-\$700,000	-\$300,000
2020	-\$1,200,000	-\$400,000	+\$200,000
2021	-\$1,100,000	-\$100,000	+\$600,000
2022	-\$1,500,000	-\$300,000	+\$600,000

Fund balance assumes no room tax subsidy for Olbrich or Zoo after 2017, includes a cost allocation of \$200,000 to Monona Terrace, and reflects GMCVB share increasing as outlined in current contract.

Forecast– RTC Fund Balance 10% Tax Rate

Average Growth	2%	5%	7%
2018	+\$600,000	+\$900,000	+\$1,200,000
2019	-\$400,000	\$175,000	+\$600,000
2020	-\$400,000	+\$485,000	\$1,100,000
2021	-\$300,000	+\$800,000	+\$1,600,000
2022	-\$700,000	+\$600,000	+\$1,600,000

Fund balance assumes no room tax subsidy for Olbrich or Zoo after 2017, includes a cost allocation of \$200,000 to Monona Terrace, and reflects GMCVB share increasing as outlined in current contract.

GMCVB and General Fund – 9% Tax Rate

	GMCVB @ 2% Rev Growth	GMCVB @ 5% Rev Growth	General Fund @2% Rev Growth	General Fund @5% Rev Growth
2016 Actual	\$3,197,655	\$3,197,655	\$5,146,194	\$5,146,194
2017 Budget	3,714,680	3,714,680	4,726,020	4,726,020
2018	4,228,600	4,228,600	4,662,500	4,801,700
2019	4,625,400	4,755,320	4,757,300	5,045,600
2020	5,036,300	5,324,600	4,853,900	5,301,800
2021	5,461,760	5,939,520	4,952,600	5,570,900
2022	5,902,480	6,603,220	5,053,100	5,853,500
2023	6,187,450	7,121,250	5,155,700	6,150,200

GMCVB and General Fund – 10% Tax Rate

	GMCVB @ 2% Rev Growth	GMCVB @ 5% Rev Growth	General Fund @2% Rev Growth	General Fund @5% Rev Growth
2016 Actual	\$3,197,655	\$3,197,655	\$5,146,194	\$5,146,194
2017 Budget	3,714,680	3,714,680	4,726,020	4,726,020
2018	4,228,600	4,228,600	5,189,333	5,344,000
2019	5,117,111	5,261,467	5,294,600	5,615,300
2020	5,573,600	5,894,300	5,402,000	5,900,000
2021	6,046,400	6,577,600	5,511,500	6,199,100
2022	6,535,900	7,315,180	5,623,400	6,512,900
2023	6,852,800	7,890,550	5,737,400	6,842,600