

From: [Schmiedicke, David](#)
To: ["Sally Miley"](#); ["Tom Ziarnik"](#); [Verveer, Michael](#); [Clear, Mark](#); ["csmoss529@gmail.com"](#); ["glenn@embtv.com"](#)
Cc: [Zavos, Nicholas](#); [Crawley, Katie](#); [McManners, Gregg](#); ["Archer, Deb"](#); ["Ted DeDee"](#); [Wolf, Karin](#); [Garcia, Siera](#); [Larsen, Laura](#); [Martin, Travis](#)
Subject: Today's Room Tax Commission Meeting
Date: Thursday, September 07, 2017 9:24:59 AM
Attachments: [2018 Room Tax Fund Condition 9-7-18.pdf](#)
[Room Tax Rate Increase -- 9-7-17.pdf](#)
[rtc version.pdf](#)

Chair Miley and Room Tax Commission Members:

As you know, at this afternoon's meeting you will be considering a 2018 budget for 70% of room taxes collected in 2018 that are to be used for tourism promotion and tourism development. At your meeting on August 14th, projections were presented showing the impact of potential growth rates in room taxes over the next 5 years and the interaction of those growth rates with the increasing share of room taxes to be allocated to the Greater Madison Convention and Visitors Bureau under its current contract with the City, as well as the 30% of room taxes that are transferred to the City's general fund. In light of those projections and in the interest of providing additional marketing funding for tourism activities in the City, hotel interests have proposed increasing the room tax from the current 9% rate to 10%.

An increase in the room tax requires action by the Madison Common Council. A change to the City's room tax ordinance will be introduced on September 19th, referred to the City's Finance Committee on September 25th and considered by the Council on October 3rd.

The attached Power Point document on the rate increase provides you with some background on the room tax rate and the impact of a 1% rate increase in 2018 and over the next 5 years. The attached fund condition incorporates the rate increase and allocates funding for 2018. You will be acting on the fund condition document by either adopting the proposal or modifying it through amendments adopted by the Commission. Also attached is the 2018 room tax allocation resolution which will also need to be adopted by the Commission at this afternoon's meeting.

Copies of the attached documents will be available for you and the public at this afternoon's meeting.

Please contact me with any questions.

Thank you.

David Schmiedicke

David Schmiedicke, Director
Department of Finance
City of Madison
City County Building, Room 406

210 Martin Luther King, Jr. Boulevard
Madison, WI 53703
(608) 267-8710
dschmiedicke@cityofmadison.com