

**2018  
ROOM TAX FUND**

	<u>2016 Actual</u>	<u>2017 Adopted</u>	<u>2017 Projected</u>	<u>2018 Preliminary</u>	<u>2018 Proposed</u>	<u>2019 Estimate</u>
<b>Fund Balance, January 1</b>	\$ 884,927	\$ 912,772	\$ 923,757	\$ 904,537	\$ 904,537	\$ 853,948
Restricted for Bond Requirements	-	-	-	-	0	-
Reserved for Monona Terrace Capital Projects	(466,211)	(466,212)	(616,410)	(457,000)	(457,000)	(457,000)
Committed for Event Booking Assistance	(446,561)	(446,560)	(305,246)	(305,246)	(305,246)	(305,246)
<b>Balance of Unassigned Funds, January 1</b>	\$ (27,845)	\$ -	\$ 2,101	\$ 142,291	\$ 142,291	\$ 142,291
<b>SOURCES</b>						
Estimated Total Room Tax Receipts	\$ 14,555,514	\$ 15,744,615	\$ 15,494,615	\$ 16,269,346	\$ 16,269,346	\$ 17,082,813
Transfer In from General Fund (for Monona Terrace Reserves)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Interest Revenue	9,435	8,784	10,044	10,546	10,546	11,073
<b>TOTAL SOURCES</b>	\$ 14,564,949	\$ 15,753,399	\$ 15,504,659	\$ 16,279,892	\$ 16,279,892	\$ 17,093,886
		8.2%	6.5%	5.0%	5.0%	5.0%
<b>USES</b>						
<b>Tangible Municipal Development (s. 66.0615 (1) (fm) 3., Wis. Stats.)</b>						
<u>Monona Terrace:</u>						
Debt Service Payment-Revenue Bond Issue (a)	\$ 867,525	824,875	\$ 824,875	\$ 797,600	797,600	\$ 800,025
Debt Service Payment-Gen'l Obligation Bond Issue (a)	-	25,798	\$ 25,798	25,798	50,000	76,000
Operating Subsidy	2,981,191	3,746,645	\$ 3,746,598	4,000,000	4,000,000	4,043,750
Capital Purchases	481,214	475,000	\$ 475,000	758,000	558,000	890,000
Reserves (b)	-	(618,810)	(618,810)	-	-	-
Subtotal Monona Terrace	\$ 4,329,930	\$ 4,453,508	\$ 4,453,461	\$ 5,581,398	\$ 5,405,600	\$ 5,809,775
	2,981,191	3,127,835	3,127,788	4,000,000	4,000,000	
Henry Vilas Zoo and Olbrich Gardens (j)		642,352	\$ 642,352	\$ -	\$ -	\$ -
Overture Center Subsidy from Room Tax (i)	\$ 1,750,000	1,900,000	\$ 1,900,000	\$ 1,900,000	1,900,000	\$ 1,900,000
Subtotal Tangible Municipal Development	\$ 6,079,930	\$ 6,995,860	\$ 6,995,813	\$ 7,481,398	\$ 7,305,600	\$ 7,709,775
Share of Room Tax Revenues	42%	44%	45%	46%	45%	45%
<b>Tourism Marketing (s. 66.0615 (1) (fm) 1., Wis. Stats.)</b>						
<u>Greater Madison Convention and Visitors Bureau:</u>						
Destination Marketing (c)	\$ 3,006,209	3,514,680	\$ 3,493,323	\$ 4,028,600	\$ 3,718,708	\$ 3,904,643
Estimated Event Booking Assistance Subsidy	191,446	200,000	200,000	200,000	200,000	200,000
Subtotal GMCVB	\$ 3,197,655	\$ 3,714,680	\$ 3,693,323	\$ 4,228,600	\$ 3,918,708	\$ 4,104,643
<u>City Tourism Marketing Activities</u>						
Support for Fireworks Events (d)	15,000	10,000	10,000	10,000	15,000	15,000
Sister Cities Program	15,080	20,000	20,000	20,000	30,000	30,000
Civic Conferences / Fairs / Festivals / Summer Concerts	57,260	130,000	110,000	130,000	130,000	130,000
Civic Conferences (e)	3,750	35,000	25,000	35,000	35,000	35,000
Civic Promotion (f)	1,500	15,000	10,000	15,000	15,000	15,000
Dane Dances	21,510	20,000	20,000	20,000	20,000	20,000
Make Music Madison	25,000	25,000	25,000	25,000	25,000	25,000
Songwriting Conference	-	25,000	25,000	25,000	25,000	25,000
Wisconsin Book Festival	-	-	-	1,500	1,500	1,500
Central Park Sessions				1,500	1,500	1,500
Opera in the Park				1,500	1,500	1,500
Blues Picnic				1,500	1,500	1,500
Africa Fest				1,500	1,500	1,500
Disability Pride Festival				1,500	1,500	1,500
Handel Aria Competition Concert				1,000	1,000	1,000
Revelry	5,000	5,000	-	-	-	-
Bandswap	500	5,000	5,000	-	-	-
WIAA Basketball Tournament (h)	15,000	15,000	15,000	15,000	15,000	15,000
Subtotal City Tourism Marketing	\$ 102,340	\$ 175,000	\$ 155,000	\$ 175,000	\$ 190,000	\$ 190,000
Subtotal Tourism Marketing	\$ 3,299,995	\$ 3,889,680	\$ 3,848,323	\$ 4,403,600	\$ 4,108,708	\$ 4,294,643
Share of Room Tax Revenues	23%	25%	25%	27%	25%	25%
<b>Room Tax Commission Administration</b>		15,745	15,745	16,269	17,206	17,083
<b>Room Tax Commission Enforcement of Transient Tourist Rooming Houses (i)</b>		50,000	12,600	15,000	15,000	15,000
<b>Room Tax Commission</b>		\$ 10,951,285	\$ 10,872,481	\$ 11,916,267	\$ 11,446,514	\$ 12,036,501

	<u>2016</u>	<u>2017</u>	<u>2017</u>	<u>2018</u>	<u>2018</u>	<u>2019</u>
	<u>Actual</u>	<u>Adopted</u>	<u>Projected</u>	<u>Preliminary</u>	<u>Proposed</u>	<u>Estimate</u>
<b>Tourism-Related Share of Room Tax</b>	64%	69%	70%	73%	70%	70%
<b>Room Tax Retained for General Purposes</b>						
General Purposes (b)	\$ 5,067,194	4,647,020	\$ 4,572,398	\$ 4,804,968	\$ 4,804,968	\$ 5,049,166
Arts Grants	<u>79,000</u>	<u>79,000</u>	<u>79,000</u>	<u>79,000</u>	<u>79,000</u>	<u>79,000</u>
Subtotal Retained for Other Purposes	\$ 5,146,194	\$ 4,726,020	\$ 4,651,398	\$ 4,883,968	\$ 4,883,968	\$ 5,128,166
Share of Room Tax Revenues	35%	30%	30%	30%	30%	30%
<b>TOTAL USES</b>	<u>\$ 14,526,119</u>	<u>\$ 15,677,305</u>	<u>\$ 15,523,878</u>	<u>\$ 16,800,235</u>	<u>\$ 16,330,481</u>	<u>\$ 17,164,667</u>
<b>Fund Balance, December 31</b>	<u>\$ 923,757</u>	<u>\$ 988,866</u>	<u>\$ 904,537</u>	<u>\$ 384,194</u>	<u>\$ 853,948</u>	<u>\$ 783,168</u>
Committed for Monona Terrace Capital Projects	\$ (616,410)	(466,212)	\$ (457,000)	\$ (457,000)	\$ (457,000)	(457,000)
Committed for Event Booking Assistance	<u>(305,246)</u>	<u>(446,560)</u>	<u>(305,246)</u>	<u>(305,246)</u>	<u>(305,246)</u>	<u>(305,246)</u>
<b>Balance of Unassigned Funds, December 31 / Reserves (b)</b>	<u>\$ 2,101</u>	<u>\$ 76,094</u>	<u>\$ 142,291</u>	<u>\$ (378,052)</u>	<u>\$ 91,702</u>	<u>\$ 20,922</u>
Balance as Share of Revenues	0.01%	0.48%	0.92%	-2.32%	0.56%	0.12%