

June 3, 2024, Meeting

ROOM TAX COMMISSION

AGENDA – VIRTUAL MEETING

Equity Statement on all BCC agendas – “Consider: Who benefits? Who is burdened? Who does not have a voice at the table? How can policymakers mitigate unintended consequences?”

This meeting is being recorded

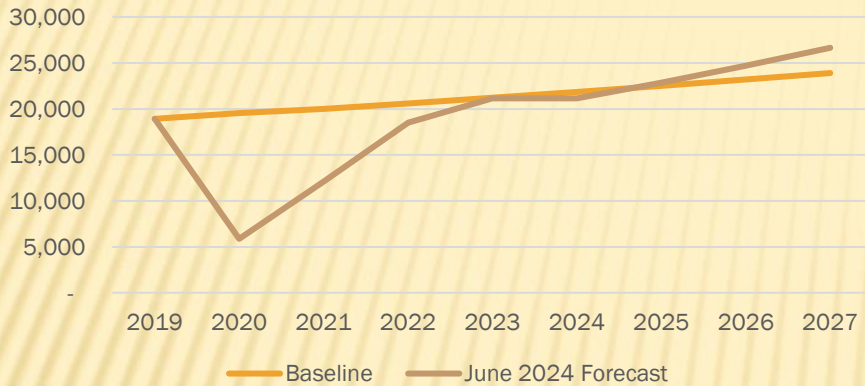
1. Call to Order/Virtual Meeting Instructions/Roll Call
2. Approval of Minutes from February 27, 2024, meeting
3. Public Comment
4. Disclosures and Recusals
5. Room Tax Revenues and Expenditures – Actual and Forecast
6. 2024 Meeting Schedule
7. Annual Discussion of the Elected and Appointed Official Code of Ethical Conduct
8. Adjournment

Room Tax Commission

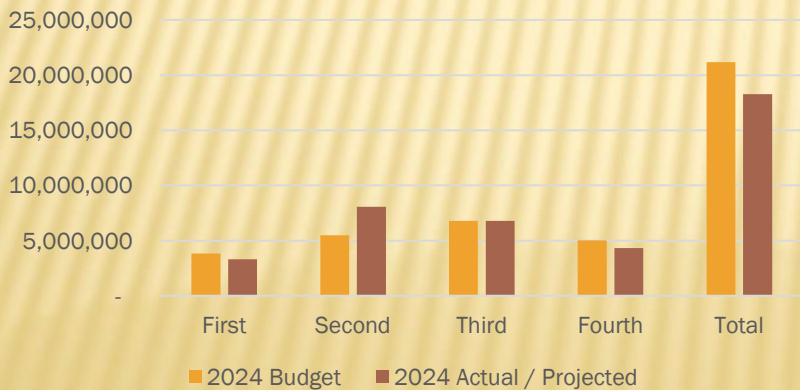
ROOM TAX REVENUES AND EXPENDITURES
2023 - 2025

ROOM TAX REVENUES – MIXED NEWS

Forecast Compared to Pre-Pandemic Baseline



2024 Room Tax Projections could fall Short of Budget by \$3 million



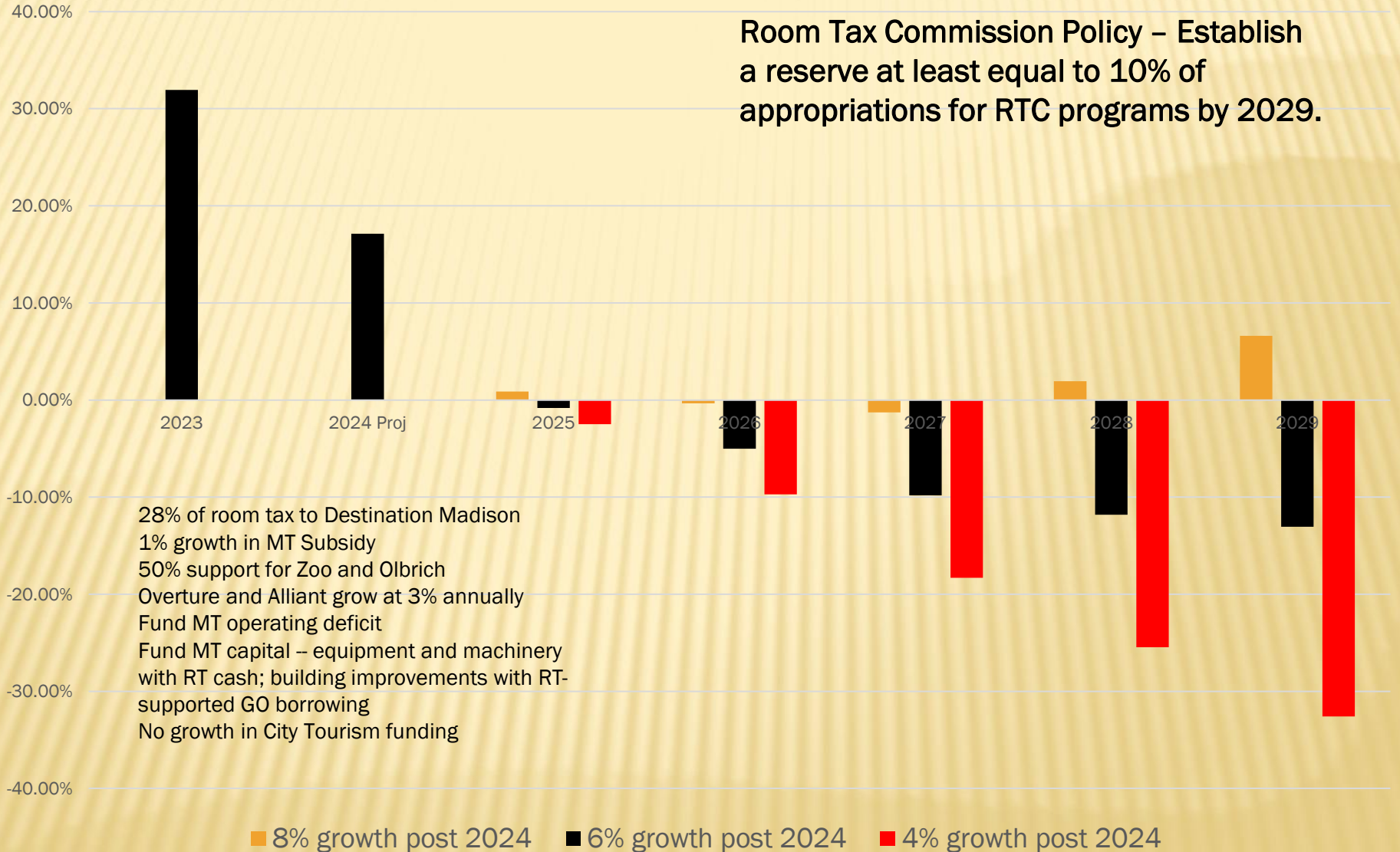
- ✘ Final 2023 – \$21.1 million (up 14% from 2022) -- \$1.1m higher than February 2024 figures. Variance due to late payments throughout year.
- ✘ 2024 Q1 -- \$3.3m (down 17% from 2023 Q1; 14% below 2024 Q1 forecast). 2024 Q1 up 1% compared to 2019 Q1. About ½ of reduction due to one vacation rental marketplace. Excluding on-line, collections down 3% from 2023 Q1
- ✘ 2024 forecast -- \$21.1m – no change from budget (no increase from 2023 actual). Current model maximum estimate is \$19.3 million
- ✘ 2025 forecast -- \$22.2m – up 5% from 2024; long-range includes 5%.

FUND CONDITION SUMMARY – 2022 TO 2024

	2022 Actual	2023 Adopted	2023 Actuals	2024 Adopted	2024 Projected (June 2024)
Revenues	18,488,410	19,000,000	21,143,358	21,165,000	21,165,000
Tangible Municipal Development (s. 66.0615 (1) (fm) 3., Wis. Stats.)					
Monona Terrace	4,150,574	6,688,446	5,791,080	6,300,768	6,508,489
Debt Service	115,479	207,721	-	509,768	717,489
Operating	3,962,100	4,825,725	4,825,725	5,392,000	5,392,000
Capital	72,995	1,655,000	965,355	399,000	399,000
Alliant Center, Olbrich and Zoo		738,152	738,152	1,386,000	1,386,000
Overture	1,600,000	2,095,000	2,095,000	2,180,000	2,180,000
Tourism Marketing (s. 66.0615 (1) (fm) 1., Wis. Stats.)					
Destination Madison	3,900,000	5,264,037	5,264,037	5,591,000	5,920,000
Event Booking Assistance	197,080	275,000	177,607	275,000	275,000
City Tourism	108,129	222,500	204,170	297,500	297,500
Other	16,229	35,000	49,767	35,000	35,000
Room Tax Retained for General Purposes					
General Fund Share	5,667,799	5,700,000	6,288,337	6,350,000	6,350,000
Total Expenditures	15,639,811	21,018,135	20,608,150	22,415,268	22,951,989
Ending Balance	3,961,107	950,352	4,571,636	1,868,676	2,844,276
Structural Balance (rev v exp)	2,848,599	(2,018,135)	535,208	(1,250,268)	(1,786,989)

Fund Balance Share of Room Tax Commission Appropriations

Room Tax Commission Policy – Establish a reserve at least equal to 10% of appropriations for RTC programs by 2029.



ROOM TAX COMMISSION

2023 MEETING SCHEDULE AND FORMAT

2024 MEETING SCHEDULE

- ✘ August / September (in-person)
 - + Meeting 1 – Presentations on 2025 allocations; Q2 actual collections;
 - + Meeting 2 – Adopt 2025 allocations

- ✘ December (virtual)
 - + Review 2024 and 2025 forecasts
 - + Meeting schedule for 2025

ROOM TAX COMMISSION

**ELECTED AND APPOINTED OFFICIAL CODE OF
ETHICAL CONDUCT**

June 3, 2024, Room Tax Commission Meeting

ADJOURNMENT
