

ROOM TAX FUND

	<u>2016 Actual</u>	<u>2017 Final</u>	<u>2018 Adopted</u>	<u>2018 Projected</u>
Fund Balance, January 1	884,927	923,757	904,537	\$ 1,093,102
Restricted for Bond Requirements	-	-	-	
Reserved for Monona Terrace Capital Projects	(466,211)	(616,410)	(457,000)	(662,279)
Committed for Event Booking Assistance	(446,561)	(305,246)	(305,246)	(345,325)
Balance of Unassigned Funds, January 1	\$ (27,845)	2,101	\$ 142,291	\$ 85,498

SOURCES

Estimated Total Room Tax Receipts	14,555,514	15,483,106	16,269,346	17,607,051
Room Tax Increase to 10%	-		1,807,705	-
Transfer In from General Fund (for Monona Terrace Reserves)	-		-	-
Interest Revenue	9,435	10,763	10,546	10,546
TOTAL SOURCES	\$ 14,564,949	\$ 15,493,869	\$ 18,087,597	\$ 17,617,597

USES

Tangible Municipal Development (s. 66.0615 (1) (fm) 3., Wis. Stats.)

Monona Terrace:

Debt Service Payment-Revenue Bond Issue (a)	867,525	824,875	797,600	797,600
Debt Service Payment-Gen'l Obligation Bond Issue (a)	-	22,898	50,000	50,000
Operating Subsidy	2,981,191	4,147,329	4,000,000	4,000,000
Capital Purchases	481,214	394,735	558,000	558,000
Reserves (b)	-	(1,019,541)	-	-
Subtotal Monona Terrace	\$ 4,329,930	\$ 4,370,296	\$ 5,405,600	\$ 5,405,600

Henry Vilas Zoo and Olbrich Gardens (j)

	\$ -	\$ 642,352	\$ 642,352	\$ 642,352
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Overture Center Subsidy from Room Tax

	\$ 1,750,000	\$ 1,900,000	\$ 1,900,000	\$ 1,900,000
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Subtotal Tangible Municipal Development

	\$ 6,079,930	\$ 6,912,648	\$ 7,947,952	\$ 7,947,952
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Share of Room Tax Revenues

	42%	45%	49%	45%
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Tourism Marketing (s. 66.0615 (1) (fm) 1., Wis. Stats.)

Greater Madison Convention and Visitors Bureau:

Destination Marketing (c)	3,006,209	3,476,188	4,028,600	4,025,608
Estimated Event Booking Assistance Subsidy	191,446	125,476	200,000	200,000
Additional Funding (b)	-	-	-	-
Subtotal GMCVB	\$ 3,197,655	\$ 3,601,664	\$ 4,228,600	\$ 4,225,608

ROOM TAX FUND

	2016 Actual	2017 Final	2018 Adopted	2018 Projected
<u>City Tourism Marketing Activities</u>				
Support for Fireworks Events (d)	15,000	10,000	15,000	15,000
Sister Cities Program	15,080	19,855	30,000	30,000
Civic Conferences / Fairs / Festivals / Summer Concerts	57,260	107,080	140,000	140,000
	-	-	-	-
Civic Conferences (e)	3,750	17,476	35,000	35,000
Civic Promotion (e)	1,500	14,604	15,000	15,000
Madison Music City (g)	-	-	-	-
Dane Dances (g)	21,510	20,000	25,000	25,000
Make Music Madison (g)	25,000	25,000	25,000	25,000
Songwriting Conference (g)	-	25,000	25,000	25,000
Fairs / Festivals / Summer Concerts (f)	-	-	15,000	15,000
Revelry (g)	5,000	-	-	-
Bandswap (g)	500	5,000	-	-
WIAA Basketball Tournament (h)	15,000	-	15,000	30,000
Madison Area Sports Commission	-	-	-	-
Subtotal City Tourism Marketing	<u>\$ 102,340</u>	<u>\$ 136,935</u>	<u>\$ 200,000</u>	<u>\$ 215,000</u>
Subtotal Tourism Marketing	<u>\$ 3,299,995</u>	<u>\$ 3,738,599</u>	<u>\$ 4,428,600</u>	<u>\$ 4,440,608</u>
Share of Room Tax Revenues	23%	24%	24%	25%
Room Tax Commission Administration		<u>\$ 15,745</u>	<u>\$ 17,206</u>	<u>\$ 17,206</u>
Room Tax Commission Enforcement of Transient Tourist Rooming Houses (i)		<u>\$ 12,600</u>	<u>\$ 15,000</u>	<u>\$ 15,000</u>
Share of Room Tax Revenues	0.0%	0.2%	0.2%	0.2%
Reserves				
Share of Room Tax Revenues				
Room Tax Commission		<u>\$ 10,679,592</u>	<u>\$ 12,408,758</u>	<u>\$ 12,420,766</u>
Tourism-Related Share of Room Tax	64%	69%	69%	71%
Room Tax Retained for General Purposes				
General Purposes (b)	5,067,194	4,565,932	5,347,279	5,203,115
Arts Grants	<u>79,000</u>	<u>79,000</u>	<u>79,000</u>	<u>79,000</u>
Subtotal Retained for Other Purposes	<u>\$ 5,146,194</u>	<u>\$ 4,644,932</u>	<u>\$ 5,426,279</u>	<u>\$ 5,282,115</u>
Share of Room Tax Revenues	35%	30%	30%	30%
TOTAL USES	<u>\$ 14,526,119</u>	<u>\$ 15,324,524</u>	<u>\$ 17,835,037</u>	<u>\$ 17,702,881</u>
Fund Balance, December 31	<u>\$ 923,757</u>	<u>\$ 1,093,102</u>	<u>\$ 1,157,097</u>	<u>\$ 1,007,818</u>
Committed for Monona Terrace Capital Projects	(616,410)	(662,279)	(457,000)	(662,279)
Committed for Event Booking Assistance	<u>(305,246)</u>	<u>(345,325)</u>	<u>(305,245)</u>	<u>(345,325)</u>
Balance of Unassigned Funds, December 31 (b)	<u>\$ 2,101</u>	<u>\$ 85,498</u>	<u>\$ 394,852</u>	<u>\$ 214</u>