

June 11, 2025, 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 3/4/2025, meeting
3. Public Comment
4. Disclosures and Recusals
5. Room Tax Revenues and Expenditures – Actual and Forecast
6. 2025 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 2024 - 2026

ROOM TAX REVENUE UPDATE

- ✖ Final 2024 – \$22.7 million – includes \$1.1m one-time prior year payments from Priceline.
- ✖ 2025 Q1 – \$3.4m (up 3.6% from 2024 Q1).
- ✖ 2025 forecast -- \$21.8m – no change from budget (down \$860,000 from 2024 actual due to one-time Priceline payments). Current model maximum estimate is \$23.4 million
- ✖ 2026 forecast -- \$22.5m – up 3% from 2025; long-range includes 5%; current forecast for tourism sector is for a slow down in activity due to economic uncertainty.

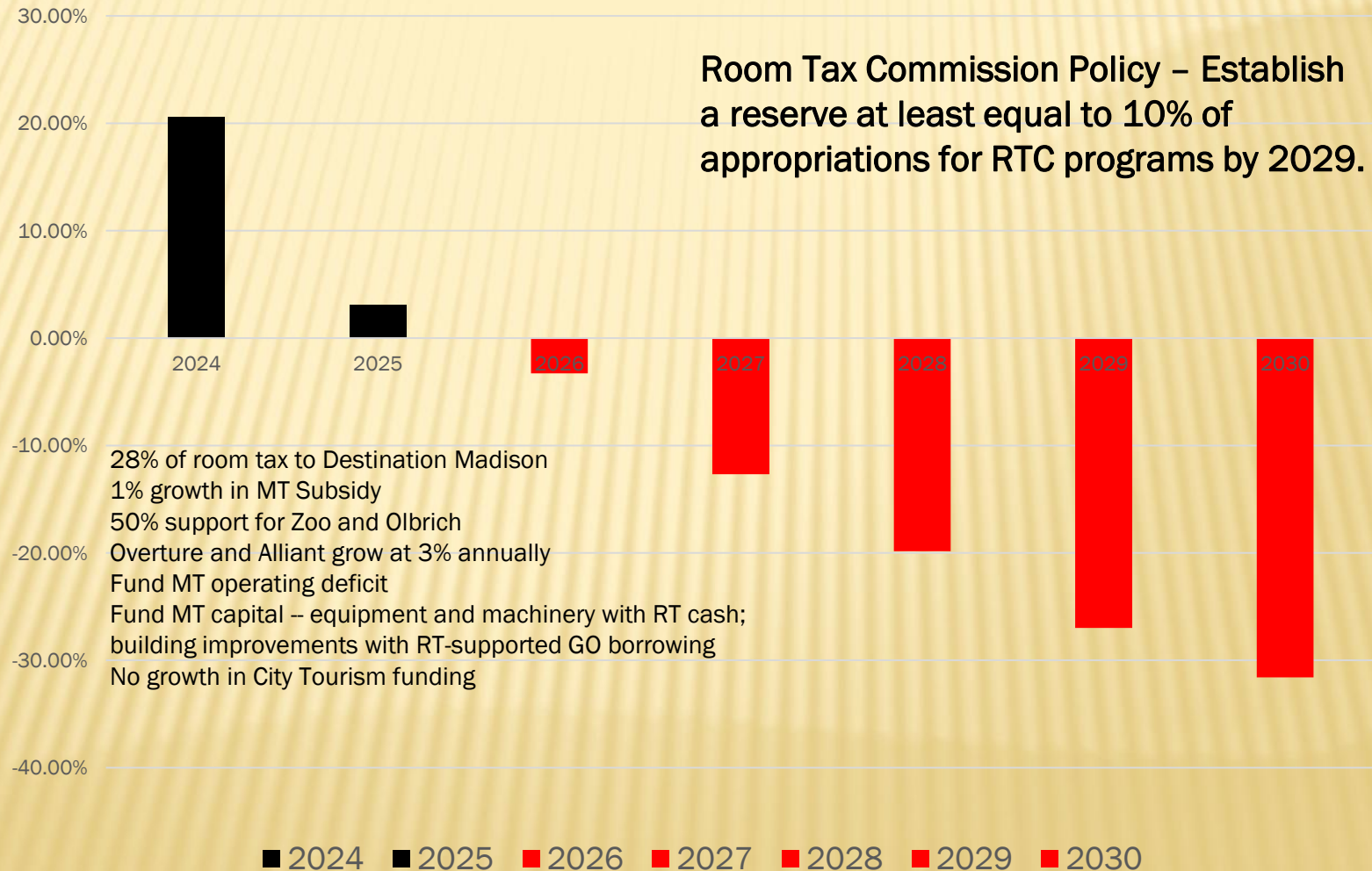
FUND CONDITION SUMMARY – 2023 TO 2025

	2023 Actual	2024 Adopted	2024 Actual	2025 Projected (June 2025)
Revenues	21,143,358	21,165,000	22,660,756	21,800,000
Eligible Municipal Development (s. 66.0615 (1) (fm) 3., Wis. Stats.)				
Monona Terrace	5,791,080	6,300,768	6,931,782	7,605,133
Debt Service	-	509,768	717,927	764,133
Operating	4,825,725	5,392,000	5,392,000	5,392,000
Capital	965,355	399,000	821,855	1,449,000
Alliant Center, Olbrich and Zoo	738,152	1,386,000	1,487,784	1,469,700
Overture	2,095,000	2,180,000	2,180,000	2,220,000
Tourism Marketing (s. 66.0615 (1) (fm) 1., Wis. Stats.)				
Destination Madison	5,264,037	5,591,000	5,824,469	6,345,012
Event Booking Assistance	177,607	275,000	220,322	275,000
City Tourism	204,170	297,500	233,268	332,500
Other	49,767	35,000	35,507	35,000
Room Tax Commission	14,319,813	16,065,268	16,913,132	18,282,345
Room Tax Retained for General Purposes				
General Fund Share	6,288,337	6,350,000	6,893,025	6,540,000
Total Expenditures	20,608,150	22,415,268	23,806,157	24,822,345
Ending Balance	4,571,636	1,868,676	3,478,405	569,732
Structural Balance (rev v exp)	535,208	(1,250,268)	(1,145,401)	(3,022,345)

GROWING DEFICIT CONTRASTS WITH RESERVE POLICY GOAL

ANNUAL STRUCTURAL GAP OF \$1.5 MILLION

Fund Balance Share of Room Tax Commission Appropriations



ROOM TAX COMMISSION

2025 MEETING SCHEDULE AND FORMAT

2025 MEETING SCHEDULE

- ✕ August / September (in-person)
 - + Meeting 1 – Presentations on 2026 allocations; Q2 actual collections;
 - + Meeting 2 – Adopt 2026 allocations

- ✕ December (virtual)
 - + Review 2025 and 2026 forecasts
 - + Meeting schedule for 2026

ROOM TAX COMMISSION

ELECTED AND APPOINTED OFFICIAL CODE OF ETHICAL CONDUCT

June 11, 2025, Room Tax Commission Meeting

ADJOURNMENT
