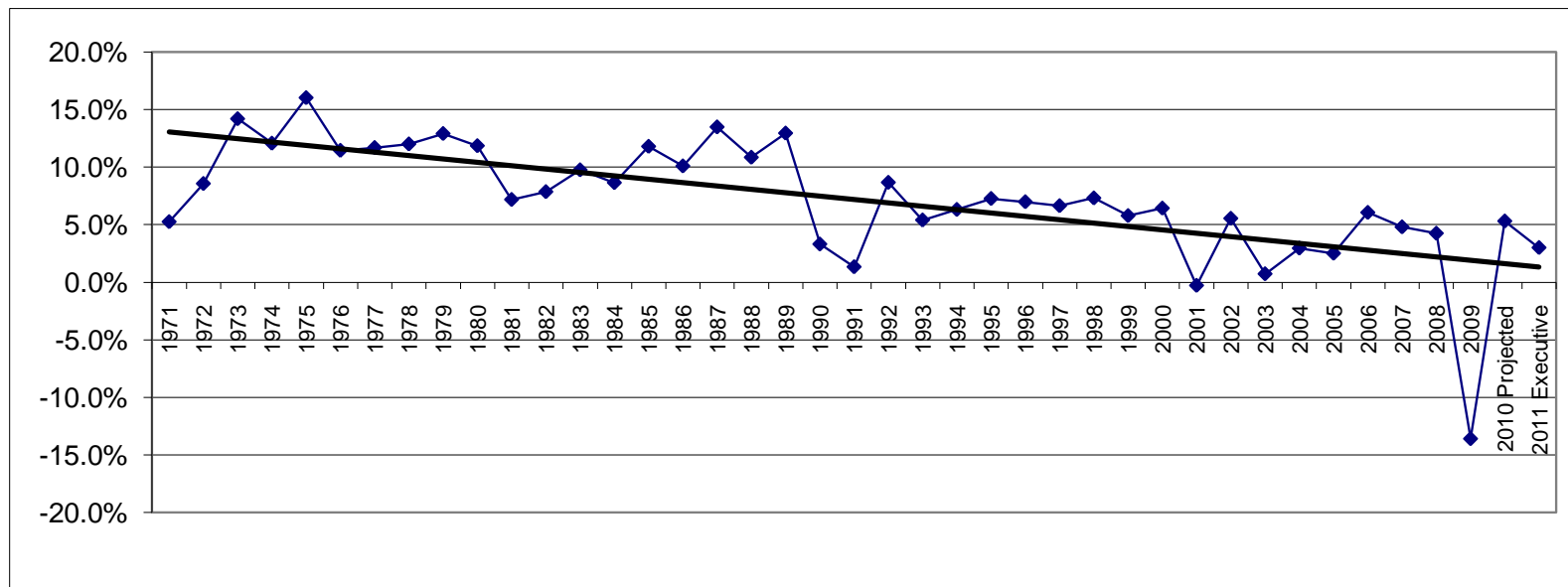


**City of Madison Room Tax Revenues  
Historical Percent Average Annual Increase  
Adjusted to Exclude Effect of Rate Increases**



<u>Year</u>	<u>Room Tax Revenues<sup>A</sup></u>	<u>% Change</u>	<u>Attributable To Rate Increase</u>	<u>% Change Adjusted For Rate Increases</u>	<u>Average Annual % Increase for Decade</u>
1970	338,698	n/a	n/a	n/a	
1971	356,457	5.2%	0.0%	5.2%	
1972	386,956	8.6%	0.0%	8.6%	
1973	441,820	14.2%	0.0%	14.2%	
1974	495,082	12.1%	0.0%	12.1%	
1975	574,339	16.0%	0.0%	16.0%	
1976	640,002	11.4%	0.0%	11.4%	
1977	714,736	11.7%	0.0%	11.7%	
1978	800,432	12.0%	0.0%	12.0%	
1979	903,649	12.9%	0.0%	12.9%	
1980	1,010,615	11.8%	0.0%	11.8%	11.6%
1981	1,083,086	7.2%	0.0%	7.2%	
1982	1,348,618	24.5%	16.7%	7.8%	
1983	1,480,000	9.7%	0.0%	9.7%	
1984	1,607,779	8.6%	0.0%	8.6%	
1985	1,797,202	11.8%	0.0%	11.8%	
1986	1,978,409	10.1%	0.0%	10.1%	
1987	2,244,865	13.5%	0.0%	13.5%	
1988	2,488,123	10.8%	0.0%	10.8%	
1989	2,809,918	12.9%	0.0%	12.9%	
1990	2,902,682	3.3%	0.0%	3.3%	9.6%
1991	2,941,291	1.3%	0.0%	1.3%	
1992	3,195,849	8.7%	0.0%	8.7%	
1993	3,368,111	5.4%	0.0%	5.4%	
1994	3,580,460	6.3%	0.0%	6.3%	
1995	3,840,275	7.3%	0.0%	7.3%	
1996	4,656,733	21.3%	14.3%	7.0%	
1997	4,965,509	6.6%	0.0%	6.6%	
1998	5,328,204	7.3%	0.0%	7.3%	
1999	5,635,633	5.8%	0.0%	5.8%	
2000	5,997,504	6.4%	0.0%	6.4%	6.2%
2001	5,980,482	-0.3%	0.0%	-0.3%	
2002	6,311,554	5.5%	0.0%	5.5%	
2003	6,357,051	0.7%	0.0%	0.7%	
2004	6,544,618	3.0%	0.0%	3.0%	
2005	6,708,363	2.5%	0.0%	2.5%	
2006	7,114,123	6.0%	0.0%	6.0%	
2007	8,344,296	17.3%	12.5%	4.8%	
2008	8,698,385	4.2%	0.0%	4.2%	
2009	7,516,154	-13.6%	0.0%	-13.6%	
2010 Projected	7,914,637	5.3%	0.0%	5.3%	1.8%
2011 Executive	8,152,000	3.0%	0.0%	3.0%	
Total = \$ 149,554,700			Average =	7.2%	

The room tax was first enacted in 1969 at 3%.  
 In 1970 the rate was increased to 6%.  
 In 1982 the rate was increased to 7%.  
 In 1996 the rate was increased to 8%.  
 In 2007 the rate is increased to 9%.

<sup>A</sup> Based on reported collections by quarter. This data may vary somewhat from audited year end information due to accrual timing.