

September 10, 2025 Meeting

ROOM TAX COMMISSION

AGENDA – 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/Roll Call
2. Approval of Minutes from September 3, 2024 meeting
3. Public Comment
4. Disclosures and Recusals
5. Discussion and Adoption of 2026 Room Tax Commission Budget
6. Discussion of Future Meetings and Format
7. Adjournment

September 10, 2025 Room Tax Commission Meeting

DISCUSSION AND ADOPTION OF 2026 ROOM TAX COMMISSION BUDGET

2026 BUDGET MOTION

2026 BACKGROUND

- ✖ General Fund budget growth is limited due to state expenditure restraint limits.
- ✖ Shifting costs (and revenues) to Room Tax Fund helps meet General Fund priorities and balance Room Tax Fund.
- ✖ Currently, Zoo and Olbrich costs split 50/50 between General Fund and Room Tax Fund
- ✖ State law maximum allowable transfer of room tax revenues to General Fund is 30% (i.e., it can be less than 30%).

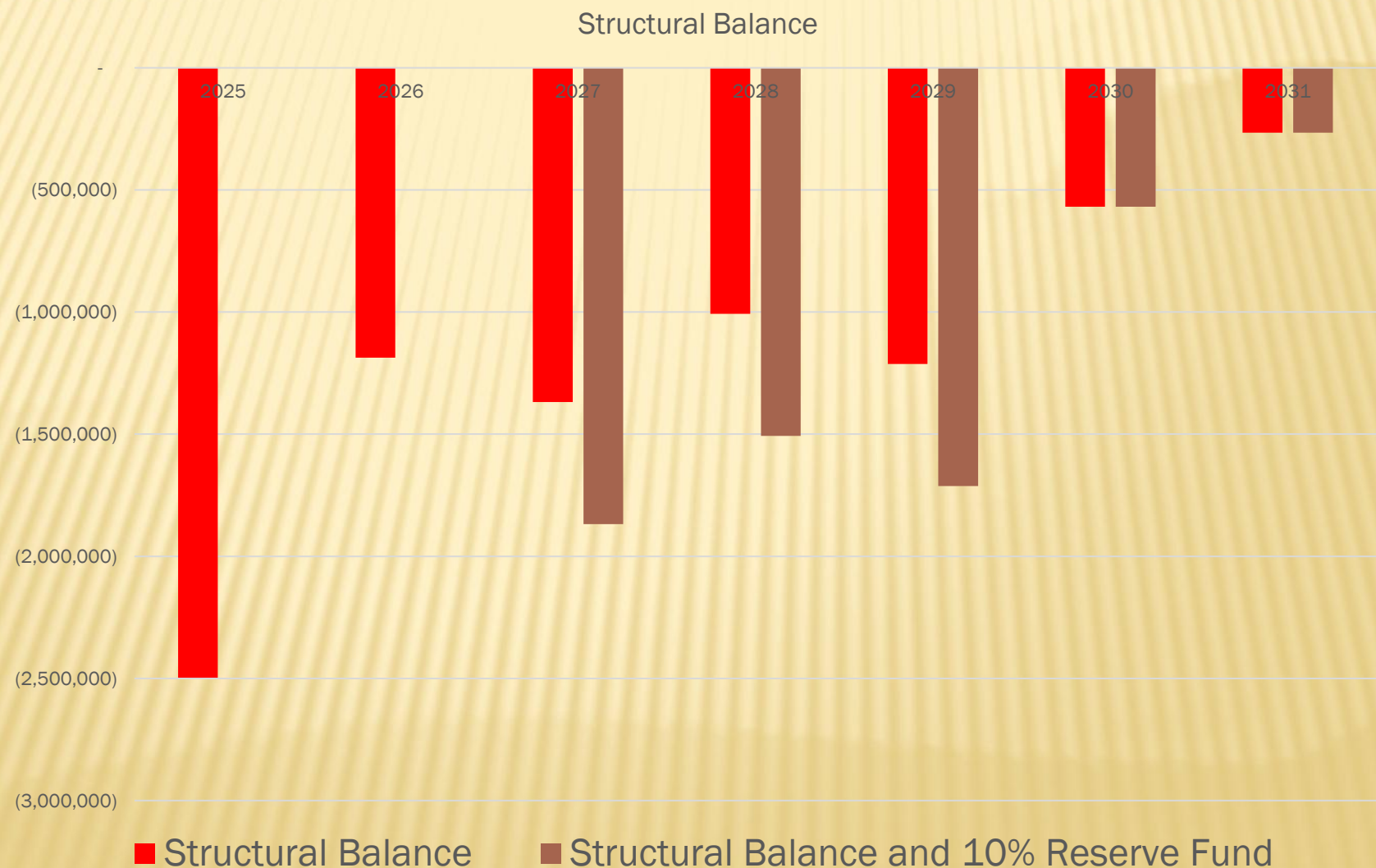
2026 OUTLINE

- ✘ Increase RTF share of Olbrich and Zoo to 59% of costs -- \$250,000. Helps General Fund meet state expenditure limits and continue to qualify for \$7 million state aid payment.
- ✘ Reduce transfer to General Fund to cover that shift and by another \$500,000 to begin to fund permanent reserve fund for Room Tax Commission. RTC goal is 10% of appropriations by 2029 (approximately \$2 million).
- ✘ Projected 2026 ending balance = \$12,400.
- ✘ One-time shift of costs and revenues – 2027 budget will have an estimated \$1.3 million deficit.

2026 OUTLINE

- ✖ Monona Terrace – no change to operating subsidy from 2025; reduce “paygo” capital funding by \$950,000 consistent with CIP; include debt service estimates.
- ✖ Alliant Center – up 3% (\$3,000)
- ✖ Overture – up 3% (\$66,600)
- ✖ Destination Madison – 28% of 2025 revenues (up \$388,000 / 6% from 2025 budget)
- ✖ Arts and Music – “Downtown Art” category up 3% (\$1,200)

PROJECTED STRUCTURAL BALANCE



ROOM TAX RESERVES

RTC Reserve Fund



2026 BUDGET MOTION

2023 TO 2026 ALLOCATIONS

	2023 Actual	2024 Adopted	2024 Actual	2025 Budget	2025 Projected (September 2025)	2026 Preliminary	2026 Request	2026 Motion	Chg from 2025 Projected
Revenues	21,143,358	21,165,000	22,660,756	21,800,000	22,550,000	23,226,500	23,226,500	23,226,500	3%
Tangible Municipal Development (s. 66.0615 (1) (fm) 3., Wis. Stats.)									
Monona Terrace	5,791,080	6,300,768	6,931,782	7,605,133	7,605,133	6,706,780	6,706,780	6,706,780	-12%
Debt Service	-	509,768	717,927	764,133	764,133	816,030	816,030	816,030	7%
Operating	4,825,725	5,392,000	5,392,000	5,392,000	5,392,000	5,392,000	5,392,000	5,392,000	0%
Capital	965,355	399,000	821,855	1,449,000	1,449,000	498,750	498,750	498,750	-66%
Olbrich	738,152	796,000	796,000	843,800	843,800	875,900	1,030,473	1,030,473	22%
Zoo	325,000	491,000	491,000	526,900	526,900	540,800	636,227	636,227	21%
Alliant Center	95,800	99,000	99,000	99,000	99,000	102,000	400,000	102,000	3%
Overture	2,095,000	2,180,000	2,180,000	2,200,000	2,220,000	2,286,600	2,365,000	2,286,600	3%
Tourism Marketing (s. 66.0615 (1) (fm) 1., Wis. Stats.)									
Destination Madison	5,264,037	5,591,000	5,824,469	5,926,200	6,345,012	6,314,000	6,345,012	6,314,000	0%
Event Booking Assistance	177,607	275,000	220,322	275,000	275,000	275,000	275,000	275,000	0%
City Tourism	204,170	297,500	233,268	307,500	332,500	307,500	307,500	308,700	-7%
Other	49,767	35,000	35,507	35,000	35,000	35,000	35,000	35,000	0%
Room Tax Commission	14,319,813	16,065,268	16,913,132	17,818,533	18,282,345	17,443,580	18,100,992	17,694,780	-3%
Room Tax Retained for General Purposes									
General Fund Share	6,288,337	6,350,000	6,893,025	6,540,000	6,765,000	6,967,950	6,217,950	6,217,950	-8%
Total Expenditures	20,608,150	22,415,268	23,806,157	24,358,533	25,047,345	24,411,530	24,318,942	23,912,730	-5%
RTC Reserve							500,000	500,000	
Ending Balance	4,571,636	1,868,676	3,478,405	325,634	1,098,643	31,195	(376,216)	12,413	-99%
Structural Balance (rev v exp)	535,208	(1,250,268)	(1,145,401)	(2,558,533)	(2,497,345)	(1,185,030)	(1,092,442)	(1,186,230)	-53%

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ROOM TAX COMMISSION DISCUSSION OF FUTURE MEETINGS AND FORMAT

2025-2026 MEETING SCHEDULE

✕ 2025

+ December (virtual?)

- ✕ Review 2025 3rd quarter collections
- ✕ Meeting schedule for 2026

✕ 2026

+ February (virtual?)

- ✕ Review 2025 actuals and 2026 forecast
- ✕ Discuss 2027 outlook and major budget and finance issues

+ May/June (virtual?)

- ✕ Review 2026 Q1 actual collections and updates to 2026 forecast

+ August / September (in-person?)

- ✕ Meeting 1 – Presentations on 2027 allocations; Q2 actual collections
- ✕ Meeting 2 – Adopt 2027 allocations

+ December (virtual?)

- ✕ Review 2026 and 2027 forecasts
- ✕ Meeting schedule for 2027

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ADJOURNMENT
