

March 4, 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?”

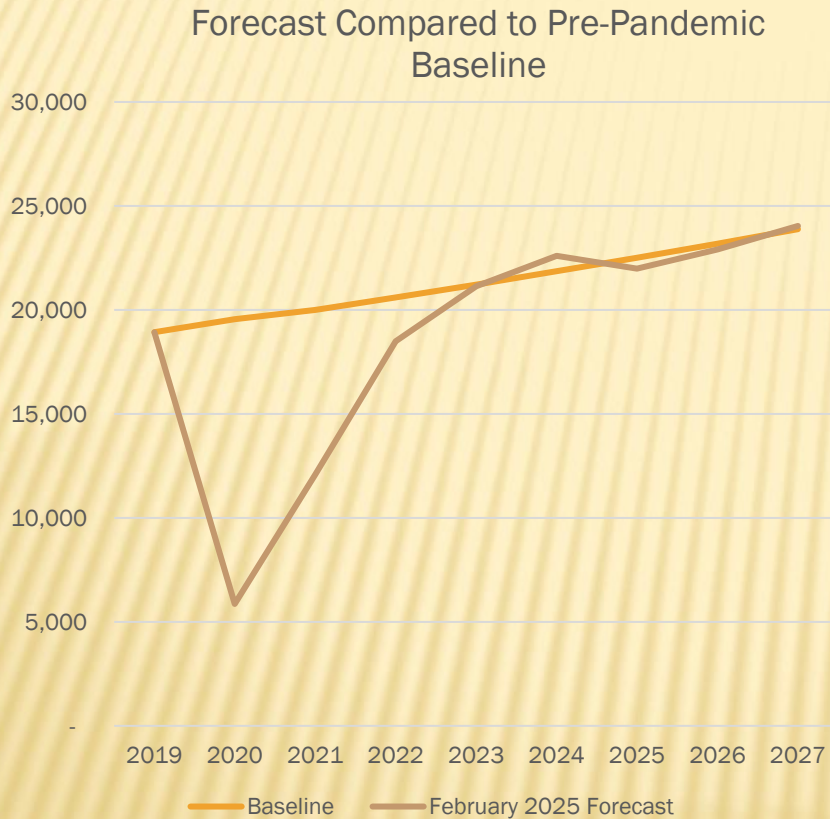
This meeting is being recorded

1. Call to Order/Virtual Meeting Instructions/Roll Call
2. Approval of Minutes from December 16, 2024, meeting
3. Public Comment
4. Disclosures and Recusals
5. Final 2024 Room Tax Collections
6. 2025 and Long-Range Forecast
7. Arts Grants – Reappropriation of Unspent 2024 Funding
8. 2025 Meeting Schedule
9. Adjournment

Room Tax Commission

FINAL 2024 ROOM TAX COLLECTIONS 2025 AND LONG RANGE FORECAST

2024 BETTER THAN PREVIOUSLY FORECAST DUE PRIMARILY TO ONE-TIME REVENUES



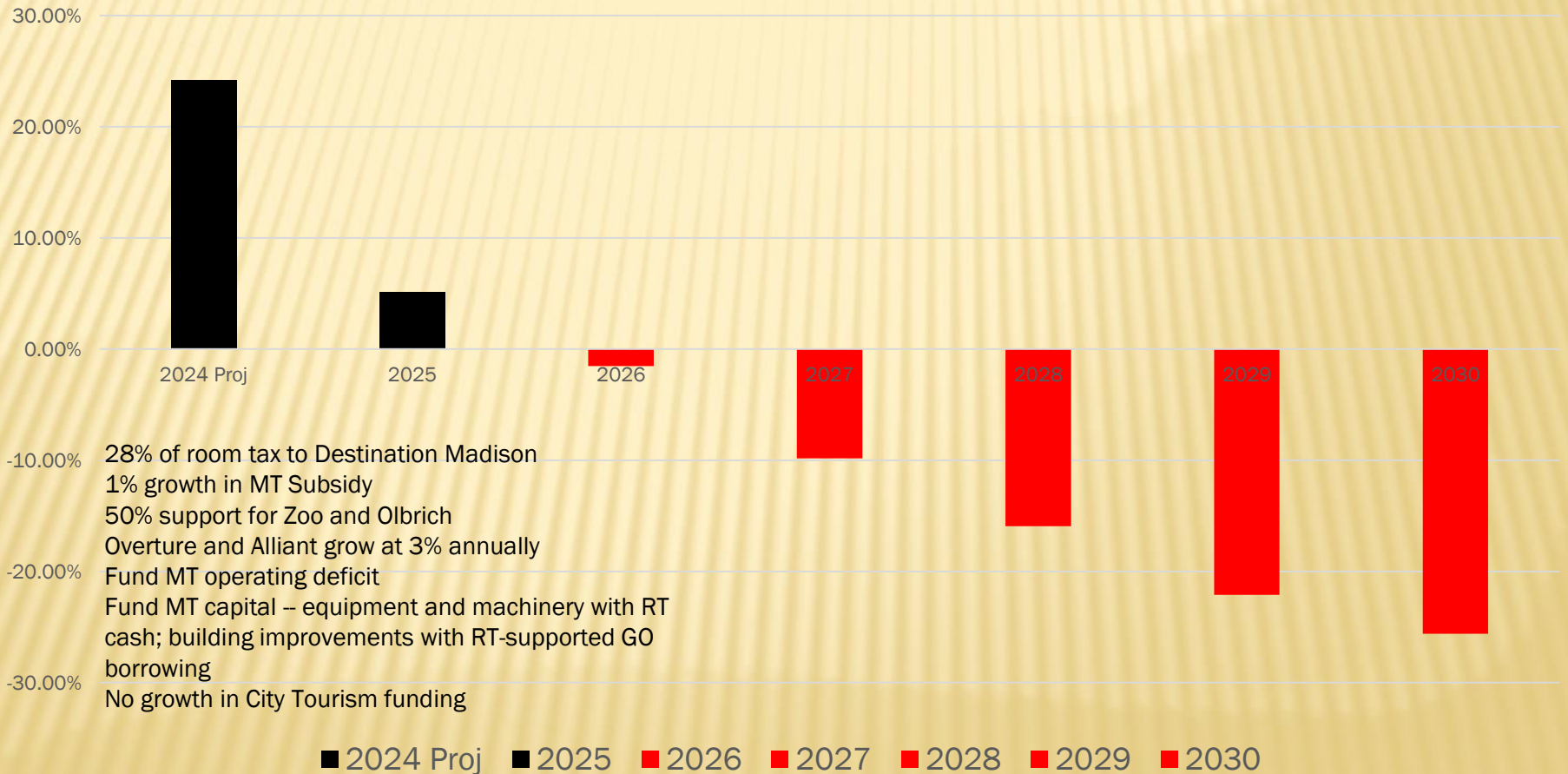
- ✘ 2024 Actual -- \$22.6 m vs. \$21.2m in August (used for 2025 budget) -- includes Q3 \$1.1 million one-time prior year payment reported at Dec. 2024 RTC meeting.
- ✘ 4th quarter collections up 9% from 2023; Y-over-Y up 7%; [6.6% / 3.2% excluding one-time payment]
- ✘ 2025 forecast -- \$22.0m vs. \$21.8m in August (used for 2025 allocations)

FUND CONDITION SUMMARY – 2023 TO 2025

	2023 Actual	2024 Adopted	2024 Pre-Final (February 2025)	2025 Projected
Revenues	21,143,358	21,165,000	22,571,874	21,939,000
Tangible Municipal Development (s. 66.0615 (1) (fm) 3., Wis. Stats.)				
Monona Terrace	5,791,080	6,300,768	6,508,489	7,605,133
Debt Service	-	509,768	717,489	764,133
Operating	4,825,725	5,392,000	5,392,000	5,392,000
Capital	965,355	399,000	460,565	1,449,000
Alliant Center, Olbrich and Zoo	738,152	1,386,000	1,388,784	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	6,272,000
Event Booking Assistance	177,607	275,000	220,322	275,000
City Tourism	204,170	297,500	233,268	307,500
Other	49,767	35,000	35,506	35,000
Room Tax Commission	14,319,813	16,065,268	16,601,989	18,184,333
Room Tax Retained for General Purposes				
General Fund Share	6,288,337	6,350,000	6,772,001	6,581,700
Total Expenditures	20,608,150	22,415,268	23,373,990	24,766,033
Ending Balance	4,571,636	1,868,676	3,978,735	932,018
Structural Balance (rev v exp)	535,208	(1,250,268)	(802,116)	(2,827,033)

LONG-RANGE FORECAST

Fund Balance Share of Room Tax Commission Appropriations



ROOM TAX COMMISSION

REAPPROPRIATION OF 2024 ARTS FUNDING

RTC TOURISM ARTS AND MUSIC ALLOCATIONS

Program	2024	2025
Dane Dances	\$25,000	\$25,000
Make Music Madison	30,000	30,000
Music City	25,000	25,000
Arts Workers Grants	75,000	75,000
Fairs/Festivals/Concerts	17,500	17,500
Downtown Art	30,000	40,000
TOTAL	\$202,500	\$212,500

ARTS FUNDING REQUEST

- ✘ Reappropriate \$25,000 unspent from 2024
- ✘ Arts Commission request:
 - + \$5,000 for interactive mapping for cultural events calendar
 - + \$5,000 for Youth Arts Ambassador
 - + \$15,000 for Artist At Work Internship to support Music City Tourism Strategic Plan

ROOM TAX COMMISSION

2025 MEETING SCHEDULE AND FORMAT

2024 MEETING SCHEDULE

- ✘ May/June (virtual)
 - + Review 2025 Q1 actual collections and updates to 2025 forecast
- ✘ 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

March 4, 2025, Room Tax Commission Meeting

ADJOURNMENT
