



Room Tax Commission Meeting

August 25, 2016

Funding Summary: *Operating and Capital*

	2015	2014	2013	2012	2011
Operating and Capital Funding Uses					
Operating Revenues	4,784,587	4,366,095	4,625,898	4,286,404	4,168,931
Catering Revenue*	<u>5,202,688</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Revenues	<u>9,987,275</u>	<u>4,366,095</u>	<u>4,625,898</u>	<u>4,286,404</u>	<u>4,168,931</u>
Operating Expenditures	7,949,201	7,681,764	7,496,194	7,134,421	7,122,189
Catering Expenditures	5,202,688				
Less Prior Year Encumbrances	(200,749)	(96,736)	(52,392)	(154,818)	(82,708)
Encumbrances	114,642	200,749	96,736	52,392	154,818
Total Expenditures & Encumbrances	<u>13,065,782</u>	<u>7,785,777</u>	<u>7,540,538</u>	<u>7,031,995</u>	<u>7,194,299</u>
Loss Before Operating Transfers	<u>(3,078,507)</u>	<u>(3,419,682)</u>	<u>(2,914,640)</u>	<u>(2,745,591)</u>	<u>(3,025,368)</u>
Source of Operating Transfers:					
Development Fund - Room Tax	3,340,538	3,751,155	2,991,672	3,447,848	3,042,395
Capital Project Funds (reserves)	0	0	(600,000)	0	0
Total	<u>3,340,538</u>	<u>3,751,155</u>	<u>2,391,672</u>	<u>3,447,848</u>	<u>3,042,395</u>
Capital Purchases	525,000	2,220,334 ⁽¹⁾	2,366,911 ⁽²⁾	698,619	266,997

* Accounting practice changed in 2015

(1) 10 year renovation purchases

(2) 10 year renovation pre-ordered fixtures

Funding Summary: *Debt Service*

	2015	2014	2013	2012	2011
Debt Service					
2013 CDA Refunding Lease Revenue Bonds					
Principal	\$ 745,000	\$ 700,000	\$ 1,994,500	\$ 710,000	\$ 685,000
Interest	<u>\$ 125,175</u>	<u>\$ 146,850</u>	<u>\$ 238,936</u>	<u>\$ 280,141</u>	<u>\$ 303,514</u>
Total	\$ 870,175	\$ 846,850	\$ 2,233,436	\$ 990,141	\$ 988,514
2014 GO Debt - Rooftop					
Principal	\$ 23,317				
Interest	<u>\$ 6,600</u>				
Total	\$ 29,917				
Total Debt Service					
	\$ 900,092	\$ 846,850	\$ 2,233,436	\$ 990,141	\$ 988,514

Funding: *Allocation & Impact*

	2015	2014	2013	2012	2011
Room Tax Allocation and Impact					
Budgeted Room Tax Operating Subsidy	3,340,538	3,101,155	2,991,672	2,820,759	3,042,395
Actual Applied	<u>3,340,538</u>	<u>3,751,155</u>	<u>2,991,672</u>	<u>3,447,848</u>	<u>3,042,395</u>
Difference	0	650,000 ⁽³⁾	0	627,089 ⁽⁴⁾	0
Room Tax Collected	\$ 13,647,689	\$ 12,258,989	\$ 10,871,537	\$ 10,232,935	\$ 9,340,508
% of Room Tax Fund (Operating subsidy only)	24%	25%	28%	28%	33%
Economic Impact	\$ 38,800,000	\$ 36,500,000	\$ 52,000,000	\$ 52,550,000	\$ 46,500,000
Ratio of Economic Impact vs. Operating Subsidy	12:1	12:1	17:1	19:1	15:1
Full MT Funding (Capital, Debt, & Operating)	\$ 4,765,630	\$ 6,168,339 ⁽¹⁾	\$ 7,592,019 ⁽²⁾	\$ 4,509,519	\$ 4,297,906
Ratio of Economic Impact vs. Total Subsidy	8:1	6:1	7:1	12:1	11:1
MT Convention/Conf. Room Nights	31,779	33,162	41,746	46,492	40,624
MT Hilton Social Room Nights	<u>2,900</u>	<u>3,154</u>	<u>3,100</u>	<u>3,975</u>	<u>1,383</u>
Total Room Nights	34,679	36,316	44,846	50,467	42,007

(1) 10 year renovation purchases

(2) 10 year renovation pre-ordered fixtures

(3) Withdrawn reserves to support Capital Renovation (10 year)

(4) 1 year distribution of excess room tax funds split CVB, City, MT

GMCVB Booked Events

MT Conventions and Conferences Booked by GMCVB

	Year Total	CVB Booked
2014	54	19
2015	63	25
2016	67	30
2017	57*	20

*Budgeted Number of conventions and conferences as of 8/19/2016

Room Tax vs. Operating Subsidy

**Monona Terrace Operating Subsidy and Room Tax Balance
2008-2015**



Operating Budget

	2013 Actual	2014 Actual	2015 Actual	2016 Budget	2017 Budget
Conventions	1,761,226	1,534,294	1,736,000	1,936,000	1,736,000
Conferences	562,204	385,122	490,000	349,000	505,000
Banquets	1,048,184	960,913	981,000	972,000	990,000
Meetings	697,917	765,637	710,400	769,600	710,400
Consumer Shows	176,057	142,947	187,800	151,000	187,800
Entertainment	53,141	80,084	37,200	73,750	37,200
Community Events	112,711	71,068	122,105	103,700	122,105
Community Mtgs.	606	190	150	150	150
Event Revenue	4,412,046	3,940,255	4,264,655	4,355,200	4,288,655
Ancillary	230,701	250,095	260,800	262,058	284,500
Applied Reserves		250,000	100,000	200,000	225,000
Total Revenue	4,642,747	4,440,350	4,625,455	4,817,258	4,798,155
Salaries & Wages	4,601,350	4,764,776	4,796,736	4,806,717	5,088,625
Operating Expenses					
Purch Svcs	1,917,792	1,773,691	1,911,259	2,089,658	2,009,257
Supplies	463,857	461,626	470,471	519,384	498,806
Inter-D	159,610	156,786	163,704	206,148	206,116
PILOT/Other	376,729	371,092	379,914	382,110	382,110
Capital Assets		13,534			50,000
Total Expenses	7,519,338	7,541,505	7,722,084	8,004,017	8,234,914
Net Operating Expense	(2,876,591)	(3,101,155)	(3,096,629)	(3,186,759)	(3,436,759)
Transient Occupancy Tax	3,000,525	3,101,155	3,101,155	3,386,759	3,436,759
Net Operating Budget	123,934	-	4,526	200,000	-