

# 2017 ROOM TAX FUND

	2015 Actual	2016 Budget	2016 Projected	2017 Proposed	2017 Adopted
<b>Fund Balance, January 1</b>	\$ 312,550	\$ 312,550	\$ 884,927	\$ 912,772	
Restricted for Bond Requirements	-	-	-	-	
Reserved for Monona Terrace Capital Projects	-	-	(466,212)	(466,212)	
Committed for Event Booking Assistance	(312,550)	(312,550)	(446,560)	(446,560)	
<b>Balance of Unassigned Funds, January 1</b>	\$ -	\$ -	\$ (27,845)	\$ -	
<b>SOURCES</b>					
Estimated Total Room Tax Receipts	\$ 13,819,792	\$ 15,144,500	\$ 14,644,500	\$ 15,744,615	
Transfer In from General Fund (for Monona Terrace Reserves)	\$ -	-	\$ -	\$ -	
Interest Revenue	7,710	19,991	8,170	8,784	
<b>TOTAL SOURCES</b>	\$ 13,827,502	15,164,491	\$ 14,652,670	\$ 15,753,399	
<b>USES</b>					
<b>Tangible Municipal Development (s. 66.0615 (1) (fm) 3., Wis. Stats.)</b>					
<u>Monona Terrace:</u>					
Debt Service Payment-Revenue Bond Issue (a)	\$ 870,600	867,525	\$ 867,525	\$ 824,875	
Debt Service Payment-Gen'l Obligation Bond Issue (a)	-	26,197	\$ 52,815	25,798	
Operating Subsidy	3,190,538	3,386,759	\$ 3,386,759	3,665,730	
Capital Purchases	132,065	556,000	\$ 556,000	475,000	
Reserves (b)	150,000	(436,064)	(436,064)	(550,000)	
Subtotal Monona Terrace	\$ 4,343,203	4,400,417	\$ 4,427,035	\$ 4,441,403	
Henry Vilas Zoo and Olbrich Gardens				\$ 792,352	
<u>Overture Center Subsidy from Room Tax</u>	\$ 425,000	1,750,000	\$ 1,750,000	\$ 1,750,000	
Subtotal Tangible Municipal Development	\$ 4,768,203	6,150,417	\$ 6,177,035	\$ 6,983,755	
Share of Room Tax Revenues	33%	41%	42%	44%	
<b>Tourism Marketing (s. 66.0615 (1) (fm) 1., Wis. Stats.)</b>					
<u>Greater Madison Convention and Visitors Bureau:</u>					
Destination Marketing (c)	\$ 2,612,689	3,001,966	\$ 3,040,354	\$ 3,514,680	
Estimated Event Booking Assistance Subsidy	78,136	200,000	200,000	200,000	
Additional Funding (b)	316,439	-	-	-	
Subtotal GMCVB	\$ 3,007,264	3,201,966	\$ 3,240,354	\$ 3,714,680	
<u>City Tourism Marketing Activities</u>					
Support for Fireworks Events (d)	-	15,000	15,000	10,000	
Sister Cities Program	14,310	15,000	15,000	20,000	
Civic Conferences (e)	16,525	35,000	20,000	35,000	
Civic Promotion (f)	1,500	15,000	5,000	15,000	
Madison Music City (g)	44,500	75,000	44,500	75,000	
Dane Dances	5,000	15,000	15,000	20,000	
Make Music Madison	20,000	25,000	25,000	25,000	
Songwriting Conference	10,000	25,000	25,000	25,000	
Revelry	5,000	5,000	5,000	5,000	
Bandswap	4,500	5,000	5,000	5,000	
WIAA Basketball Tournament (h)	30,000	15,000	15,000	15,000	
Madison Area Sports Commission	100,000	-	-	-	
Subtotal City Tourism Marketing	\$ 206,835	\$ 170,000	\$ 114,500	\$ 170,000	
Subtotal Tourism Marketing	\$ 3,214,099	3,371,966	\$ 3,354,854	\$ 3,884,680	
Share of Room Tax Revenues	23%	22%	23%	25%	
<b>Room Tax Commission Administration</b>				15,745	
<b>Room Tax Commission Enforcement of Transient Tourist Rooming Houses</b>				50,000	
Share of Room Tax Revenues	0%	0%	0%	0.4%	
<b>Reserves</b>				81,784	
Share of Room Tax Revenues				0.5%	
<b>Room Tax Commission</b>				\$ 11,015,964	
<b>Tourism-Related Share of Room Tax</b>	57%	63%	65%	70%	