



# **ROOM TAX COMMISSION**

CHRIS VOGEL, CFO/COO  
SEPTEMBER 11, 2020



# FINANCIAL IMPACT

- No earned revenue since our closure in March 2020
  - A loss of more than \$7 million from March 13, 2020 to the end of our fiscal year on June 30, 2020
  - An additional loss of \$10-\$12 million since the start of our fiscal year on July 1, 2020 to December 31, 2020
  - Possibility that our closure continues into 2021, delaying further earned revenue and positive cash flow
- Expenses reduced to ensure financial preservation
  - Only essential expenses to keep minimal operations running
  - Reduced overhead and personnel expenses by greater than 60% each



## GOALS FOR 2020

- Prepare for reopening
  - Protocols to ensure health and safety of employees, performers, and patrons
  - Investments will have to be made
- Support our Resident Organizations
  - Their success and ability to operate is tied closely to our ability to reopen



# OUTLOOK FOR 2021

- Financial future remains uncertain and dependent on external factors
  - Return of shows and performances
  - Return of patrons to indoor venues
- Safely reopen
- Preserve Overture's future
- Help ensure the revitalization of downtown Madison



# ROLE OF ROOM TAX ALLOCATIONS

- ANNUAL MAINTENANCE
- UPGRADES AND REPLACEMENTS OF AGING SYSTEMS
- SHORTFALL IN FUNDING WILL LEAD TO DEFERRED BUILDING MAINTENANCE

***A 2019 study showed we need to invest approximately \$3.7M annually to maintain or replace aging systems and equipment.***



# **ROOM TAX COMMISSION 2020**

QUESTIONS?



Overture  
CENTER FOR THE ARTS

THANK YOU!