

ROOM TAX FUND

				July 7 Meeting Motion 2020	February 2021 2020 PRE-FINAL	2021 ADOPTED	2021 33% REDUCTION
	2019 ADOPTED	2019 ACTUAL	2020 ADOPTED	AMENDED			
Fund Balance, January 1	\$ 1,633,514	\$ 1,633,514	\$ 1,449,250	\$ 1,745,492	\$ 1,745,492	\$ 421,004	\$ (197,407)
Restricted for Bond Requirements	-	-					
Reserved for Monona Terrace Capital Projects	(600,000)	(680,560)	(680,560)	(983,785)	\$ (983,785)	-	-
Committed for Event Booking Assistance	(400,000)	(369,765)	(369,765)	(406,275)	\$ (406,275)	(406,275)	(406,275)
Balance of Unassigned Funds, January 1	\$ 633,514	\$ 583,189	\$ 398,925	\$ 355,432	\$ 355,432	\$ 14,729	\$ (603,682)
SOURCES							
Estimated Total Room Tax Receipts	\$ 18,800,133	\$ 18,929,841	\$ 19,552,138	\$ 9,464,921	6,000,000	\$ 13,402,327	9,500,000
Interest Revenue	12,186	18,976	12,674	6,135	3,168	\$ 7,590	\$ 2,304
TOTAL SOURCES	\$ 18,812,319	\$ 18,948,817	\$ 19,564,812	\$ 9,471,056	\$ 6,003,168	\$ 13,409,918	\$ 9,502,304
USES							
<u>Monona Terrace:</u>							
Debt Service Payment-Revenue Bond Issue (a)	\$ 800,025	\$ 800,025	\$ 272,275	\$ 272,275	\$ 272,275	\$ -	
Debt Service Payment-Gen'l Obligation Bond Issue (a)	24,598	-	23,998	-	\$ -	\$ 23,198	\$ 23,198
Operating Subsidy	4,095,900	3,795,928	4,295,016	2,147,508	\$ 2,147,508	\$ 3,559,302	\$ 2,384,732
Capital Purchases	890,000	588,587	870,000	\$ 250,000	\$ 250,000	\$ 167,500	\$ 112,225
Reserves (b)	(200,000)	-	-	\$ -	\$ -	\$ -	\$ -
Subtotal Monona Terrace	\$ 5,610,523	\$ 5,184,540	\$ 5,461,289	\$ 2,669,783	\$ 2,669,783	\$ 3,750,000	\$ 2,520,155
Monona Terrace Share of Room Tax Revenues	30%	27%	28%	28%	44%	28%	27%
<u>Henry Vilas Zoo and Olbrich Gardens (j)</u>	\$ 642,352	\$ 642,352	\$ 642,352	-	\$ -	\$ -	\$ -
<u>Overture Center Subsidy from Room Tax</u>	\$ 2,000,000	\$ 2,000,000	\$ 2,095,000	\$ 1,200,000	\$ 1,200,000	\$ 1,500,000	\$ 1,005,000
Subtotal Tangible Municipal Development	\$ 8,252,875	\$ 7,826,892	\$ 8,198,641	\$ 3,869,783	\$ 3,869,783	\$ 5,250,000	\$ 3,525,155
Share of Room Tax Revenues	44%	41%	42%	41%	64%	39%	37%
<u>Greater Madison Convention and Visitors Bureau:</u>							
Destination Marketing (c)	\$ 4,700,033	\$ 4,989,009	\$ 5,264,037	\$ 2,950,000	\$ 2,950,000	\$ 3,750,000	\$ 2,512,500
Estimated Event Booking Assistance Subsidy	200,000	140,953	200,000	50,000	\$ 50,000	\$ 150,000	\$ 100,500
Subtotal Destination Madison	\$ 4,900,033	\$ 5,129,962	\$ 5,464,037	\$ 3,000,000	\$ 3,000,000	\$ 3,900,000	\$ 2,613,000
		27%	28%	32%	50%	29%	28%
Support for Fireworks Events (d)	15,000	15,000	15,000	-	-	-	-
Sister Cities Program	30,000	27,000	30,000	15,000	\$ 15,000	18,000	\$ 12,060
Civic Conferences / Fairs / Festivals / Summer Concerts	165,000	132,895	177,500	87,500	\$ 77,500	125,000	83,750
Civic Conferences (e)	35,000	4,663	35,000	5,000	\$ 5,000	5,000	\$ 3,350
Civic Promotion (e)	15,000	11,732	15,000	15,000	\$ 15,000	15,000	\$ 10,050

ROOM TAX FUND

	<div> <div>July 7 Meeting</div> <div>Motion</div> <div>February 2021</div> <div>2021</div> </div>						
	2019	2019	2020	2020	2020	2021	2021
	ADOPTED	ACTUAL	ADOPTED	AMENDED	PRE-FINAL	ADOPTED	33% REDUCTION
Madison Music City (g)					\$ -	\$ -	\$ -
Dane Dances (g)	25,000	25,000	25,000	10,000	\$ 10,000	10,000	\$ 6,700
Make Music Madison (g)	30,000	30,000	30,000	10,000	\$ 10,000	10,000	\$ 6,700
Songwriting Conference (g)	25,000	25,000	25,000	10,000	\$ -	10,000	\$ 6,700
Music Tourism Study					\$ -	45,000	\$ 30,150
Fairs / Festivals / Summer Concerts (f)	15,000	16,500	17,500	15,000	\$ 15,000	15,000	\$ 10,050
Downtown Temporary Art Installations	20,000	20,000	30,000	22,500	\$ 22,500	15,000	\$ 10,050
WIAA Basketball Tournament (h)	15,000	-	15,000	-		15,000	\$ 10,050
Subtotal City Tourism Marketing	\$ 225,000	\$ 174,895	\$ 237,500	\$ 102,500	\$ 92,500	\$ 158,000	\$ 105,860
Subtotal Tourism Marketing	\$ 5,125,033	\$ 5,304,857	\$ 5,701,537	\$ 3,102,500	\$ 3,092,500	\$ 4,058,000	\$ 2,718,860
Share of Room Tax Revenues	27%	28%	29%	33%	52%	30%	29%
Room Tax Commission Administration	18,800	18,800	19,552	-	-	15,000	\$ 10,050
Room Tax Commission Enforcement of Transient Tourist Ro	15,000	15,000	15,000	-	-	15,000	\$ 10,050
Share of Room Tax Revenues	0.2%	0.2%	0.2%	0.0%	0.0%	0.2%	0.2%
Room Tax Commission	\$ 13,411,708	\$ 13,165,549	\$ 13,934,730	\$ 6,972,283	\$ 6,962,283	\$ 9,338,000	\$ 6,264,115
Tourism-Related Share of Room Tax	71%	69%	71%	74%	116%	69%	66%
Room Tax Retained for General Purposes							
General Purposes (b)	\$ 5,564,696	\$ 5,592,290	\$ 5,786,642	\$ 2,760,476	\$ -	\$ 3,941,698	\$ 2,771,000
Arts Grants	79,000	79,000	79,000	79,000	-	79,000	79,000
Subtotal Retained for Other Purposes	\$ 5,643,696	\$ 5,671,290	\$ 5,865,642	\$ 2,839,476	\$ -	\$ 4,020,698	\$ 2,850,000
Share of Room Tax Revenues	30%	30%	30%	30%		30%	30%
TOTAL USES	\$ 19,055,404	\$ 18,836,839	\$ 19,800,372	\$ 9,811,759	\$ 6,962,283	\$ 13,358,698	\$ 9,114,115
Fund Balance, December 31	\$ 1,390,430	\$ 1,745,492	\$ 1,213,690	\$ 1,404,789	\$ 786,378	\$ 472,224	\$ 190,781
Expenditure of Monona Terrace Prior Year Balances							
Transfer to Monona Terrace Operations				\$ (750,000)	\$ (750,000)		
Monona Terrace Capital Expenditures				\$ (233,785)	\$ (233,785)		
Committed for Monona Terrace Capital Projects	(600,000)	(983,785)	(680,560)	-		-	
Committed for Event Booking Assistance	(400,000)	(406,275)	(369,765)	(406,275)	(406,275)	(406,275)	(406,265)
Balance of Unassigned Funds, December 31 (b)	\$ 390,430	\$ 355,432	\$ 163,365	\$ 14,729	\$ (603,682)	\$ 65,949	\$ (215,484)