

2021 Operating Budget

Service Budget Proposal

IDENTIFYING INFORMATION

SELECT YOUR AGENCY:

Room Tax Commission

SELECT YOUR AGENCY'S SERVICE:

Room Tax Commission

SERVICE NUMBER:

281

SERVICE DESCRIPTION:

This service is responsible for administering the room tax funds as prescribed by the Room Tax Commission. This service is fully supported by revenues from room tax receipts. The goal of the service is to promote Madison as a destination through marketing and tourism related activities and tangible municipal development.

Part 1: Base Budget Proposal

BUDGET INFORMATION

	2018 Actual	2019 Adopted	2019 Actual	2020 Adopted	2021 C2C	2021 Request
<i>Budget by Fund</i>						
General-Net	\$0	\$0	\$0	\$0	\$0	\$0
Other-Expenditures	\$17,898,932	\$19,055,404	\$18,948,817	\$19,800,372	\$14,670,630	\$14,670,630
<i>Total</i>	<i>\$17,898,932</i>	<i>\$19,055,404</i>	<i>\$18,948,817</i>	<i>\$19,800,372</i>	<i>\$14,670,630</i>	<i>\$14,670,630</i>
<i>Budget by Major</i>						
Revenue						
Personnel	\$0	\$0	\$0	\$0	\$0	\$0
Non-Personnel	\$17,898,932	\$19,055,404	\$18,948,817	\$19,800,372	\$14,670,630	\$14,670,630
Agency Billings	\$0	\$0	\$0	\$0	\$0	\$0
<i>Total</i>	<i>\$17,898,932</i>	<i>\$19,055,404</i>	<i>\$18,948,817</i>	<i>\$19,800,372</i>	<i>\$14,670,630</i>	<i>\$14,670,630</i>
FTEs	0.00	0.00	0.00	0.00	0.00	0.00

PRIORITY

Citywide Element

Describe how this service advances the Citywide Element:

The Room Tax Commission allocates in categories mandated by state law to enhance Madison as a destination and further strengthen its economy.

ACTIVITIES PERFORMED BY THIS SERVICE

Activity	% of Effort	Description
Tangible Municipal Development	41	Subsidies to Monona Terrace Community and Convention Center, Olbrich Gardens, Henry Vilas Zoo and Overture Center for the Arts
Tourism Marketing	29	Destination marketing funding for Destination Madison; event booking assistance subsidies for Monona Terrace; Sister Cities support; Civic Conferences and Promotion; support for music and art installations and events; and support for sporting events and summer festivals.

Transfer to General Fund

30

Supports city operations that help make Madison an attractive tourism destination.

SERVICE BUDGET CHANGES

Service Impact

What is the proposed change to the service's budget from cost to continue to agency request?

0

What are the service level impacts of the proposed funding changes?

Funding reduced from 2020 adopted for all activities in each service; less tourism-related activities at Monona Terrace and Overture; reduced funding for tourism marketing efforts; more pressure on general fund programs due to reduced transfer in from room taxes.

Personnel-Permanent Positions

Are you proposing an allocation change to the FTEs for this service? No

Type	Fund	Amount	Description
Perm Wages			
Benefits			
Total		\$0	

Explain the assumptions behind the allocation change.

What is the justification behind the allocation change?

Personnel-Other Personnel Spending

Are you requesting additional personnel spending for non-annualized pay? No

Type	Fund	Amount	Description
Overtime			
Premium Pay			
Hourly			
Total		\$0	

Explain the assumptions behind the requested funding.

What is the justification behind the increased funding?

Revenue

Are you proposing a change to the service's budgeted revenue?

No

Are you proposing an increase or a decrease to the budgeted revenue?

Select...

Fund	Major	Amount	Description
1250	41	\$0	Room Tax Revenue

Explain the assumptions behind the change to budgeted revenue.

The public health emergency resulting from the COVID-19 pandemic will reduce travel and group events. This will reduce hotel room nights with a corresponding impact on room taxes. Room taxes are forecast to fall 50% to 60% in 2020 compared with 2019 and increase 50% to 80% in 2021 over the reduced 2020 levels.

What is the justification behind the proposed change?

Public health restrictions will reduce safety and comfort level of travel and group events, such as conferences, conventions, performing arts and related activities.

Non-Personnel

Are you requesting additional non-personnel funding for this service?

No

<i>Fund</i>	<i>Major</i>	<i>Amount</i>	<i>Description</i>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Explain the assumptions behind the requested funding.

What is the justification behind the increased funding?

Part 2: Proposed Budget Reduction

What is 5% of the agency's net budget?

\$0

What is the proposed reduction to this service's budget?

\$0

Explain how you would change the activities and the level of service as a result of implementing the funding decrease to this service. List changes by service activity identified above. Add a separate line for each reduction.

Activity	\$Amount	Description
<input type="text"/>	<input type="text"/>	<input type="text"/>
Total	\$0 <input type="text"/>	<input type="text"/>

Explain the changes by major expenditure category that your agency would implement as a result of the funding decrease to this service.

Name	\$ Amount	Description
Personnel	<input type="text"/>	<input type="text"/>
Non-Personnel	<input type="text"/>	<input type="text"/>
Agency Billings	<input type="text"/>	<input type="text"/>
Total	\$0 <input type="text"/>	<input type="text"/>

Is the City mandated to perform the activities of this service? If so, explain the mandate and mandated service level. If not, are there other local organizations also involved in performing these activities.

Has this reduction been proposed in prior years?

Select...

Does the proposed reduction result in eliminating permanent positions?

Select...

If yes, what is the decrease in FTEs:

Does the proposed reduction impact other agencies (i.e. Fleet Services)?

Select...

If yes, which agencies:

Describe why the proposed reduction was chosen.

Explain the impacts of the proposed reduction on the end user of the service. How can impacts of this reduction be mitigated?

