

Dept:	Miscellaneous Appropriations	27	DANE COUNTY	Fund Name:	General Fund
Prgm:	Destination Madison	500/00		Fund No:	1110

Mission:
To develop and expand the convention and tourism industry and its corresponding economic impact on the Greater Madison/Dane County area.

Description:
Destination Madison, Inc. is a private, non-profit organization established to coordinate and promote the expansion and development of Dane County's convention and tourism industry. This stimulates the overall Dane County economy and assists in creation of job opportunities. Dane County contracts with the Bureau for services including: marketing the Alliant Energy Center; marketing the communities in Dane County to the group market; general marketing of the County to tourists and maintenance of a downtown visitor information center.

	Actual 2020	Adopted 2021	2020 Carry Forward	Board Transfers	Budget As Modified	2021 YTD	Estimated 2021	Department Request
PROGRAM EXPENDITURES								
Personnel Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Operating Expenses	\$54,250	\$53,100	\$192,300	\$0	\$245,400	\$0	\$245,400	\$53,100
Contractual Services	\$239,951	\$234,000	\$0	\$0	\$234,000	\$78,000	\$234,000	\$234,000
Operating Capital	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	\$294,201	\$287,100	\$192,300	\$0	\$479,400	\$78,000	\$479,400	\$287,100
PROGRAM REVENUE								
Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Intergovernmental Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Licenses & Permits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Fines, Forfeits & Penalties	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Public Charges for Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Intergovernmental Charge for Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Miscellaneous	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Financing Sources	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GPR SUPPORT	\$294,201	\$287,100			\$479,400			\$287,100
F.T.E. STAFF	0.000	0.000					0.000	0.000

Dept: Miscellaneous Appropriations		27							Fund Name: General Fund	
Prgm: Destination Madison		500/00							Fund No.: 1110	
DI#	NONE	2022 Base	Net Decision Items							2022 Requested Budget
			01	02	03	04	05	06	07	
PROGRAM EXPENDITURES										
	Personnel Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Operating Expenses	\$53,100	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$53,100
	Contractual Services	\$234,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$234,000
	Operating Capital	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	TOTAL	\$287,100	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$287,100
PROGRAM REVENUE										
	Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Intergovernmental Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Licenses & Permits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Fines, Forfeits & Penalties	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Public Charges for Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Intergovernmental Charge for Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Miscellaneous	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Other Financing Sources	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GPR SUPPORT		\$287,100	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$287,100
F.T.E. STAFF		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000

NARRATIVE INFORMATION ABOUT DECISION ITEMS SHOWN ABOVE			Expenditures	Revenue	GPR Support
2022 BUDGET BASE			\$287,100	\$0	\$287,100
2022 REQUESTED BUDGET			\$287,100	\$0	\$287,100

DEPARTMENT: Miscellaneous Appropriations
PROGRAM: Destination Madison

OPERATING BUDGET SUMMARY

PROGRAM SUMMARY	2020 ACTUAL	ADOPTED BUDGET 2021	2020 CARRYFORWD	2021 CO BOARD ACTIONS	CURRENT MODIFIED BUDGET	ACTUAL YTD	ESTIMATED TOTAL	TOTAL ESTIMATED CARRYFORWD	AGENCY BASE
PERSONNEL COSTS	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
OPERATING EXPENSE	54,250	53,100	192,300	0	245,400	0	245,400	0	53,100
CONTRACTUAL SERVICES	239,951	234,000	0	0	234,000	78,000	234,000	0	234,000
OPERATING CAPITAL	0	0	0	0	0	0	0	0	0
TOTAL PROGRAM EXPENDITURES	\$ 294,201	\$ 287,100	\$ 192,300	\$ 0	\$ 479,400	\$ 78,000	\$ 479,400	\$ 0	\$ 287,100
LESS REVENUES									
TAXES	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
INTERGOVERNMENTAL REVENUE	0	0	0	0	0	0	0	0	0
LICENSES & PERMITS	0	0	0	0	0	0	0	0	0
FINES, FORFEITS & PENALTIES	0	0	0	0	0	0	0	0	0
PUBLIC CHARGE FOR SERVICE	0	0	0	0	0	0	0	0	0
MISCELLANEOUS	0	0	0	0	0	0	0	0	0
OTHER FINANCING SOURCES	0	0	0	0	0	0	0	0	0
TOTAL PROGRAM REVENUES	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
NET COST:	\$ 294,201	\$ 287,100	\$ 192,300	\$ 0	\$ 479,400	\$ 78,000	\$ 479,400	\$ 0	\$ 287,100

DEPARTMENTAL CHANGES

PROGRAM SUMMARY	AGENCY BASE	DECISION ITEM #1	DECISION ITEM #2	DECISION ITEM #3	DECISION ITEM #4	DECISION ITEM #5	DECISION ITEM #6	DECISION ITEM #7	AGENCY REQUEST
PERSONNEL COSTS	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
OPERATING EXPENSE	53,100	0	0	0	0	0	0	0	53,100
CONTRACTUAL SERVICES	234,000	0	0	0	0	0	0	0	234,000
OPERATING CAPITAL	0	0	0	0	0	0	0	0	0
TOTAL PROGRAM EXPENDITURES	\$ 287,100	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 287,100
LESS REVENUES									
TAXES	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
INTERGOVERNMENTAL REVENUE	0	0	0	0	0	0	0	0	0
LICENSES & PERMITS	0	0	0	0	0	0	0	0	0
FINES, FORFEITS & PENALTIES	0	0	0	0	0	0	0	0	0
PUBLIC CHARGE FOR SERVICE	0	0	0	0	0	0	0	0	0
MISCELLANEOUS	0	0	0	0	0	0	0	0	0
OTHER FINANCING SOURCES	0	0	0	0	0	0	0	0	0
TOTAL PROGRAM REVENUES	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
NET COST:	\$ 287,100	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 287,100

DEPARTMENT: Miscellaneous Appropriations
PROGRAM: Destination Madison

YR	ORG CODE	OBJECT	DESCRIPTION	C A P B D	2020	ADOPTED	2020	2021	CURRENT	ACTUAL	ESTIMATED	TOTAL	AGENCY
					EXPENDITURES	BUDGET	CARRYFORWARD	COUNTY BOARD		EXPENDITURES	EXPENDITURES	ESTIMATED	
						2021		ACTIONS	BUDGET	YTD	TOTAL	CARRYFORWARD	
22	GMCVB	22478	SPORTS COMMISSION		\$14,650	\$14,500	\$0	\$0	\$14,500	\$0	\$14,500	\$0	\$14,500
22	GMCVB	22480	SPORTS DEVELOPMENT INCENTIVES		\$39,600	\$38,600	\$192,300	\$0	\$230,900	\$0	\$230,900	\$0	\$38,600
22	GMCVB	31706	CONTROL ACCOUNT ONLY		\$239,951	\$234,000	\$0	\$0	\$234,000	\$78,000	\$234,000	\$0	\$234,000
TOTAL EXPENDITURES					\$294,201	\$287,100	\$192,300	\$0	\$479,400	\$78,000	\$479,400	\$0	\$287,100

DEPARTMENT: Miscellaneous Appropriations
PROGRAM: Destination Madison

YR	ORG CODE	OBJECT	DESCRIPTION	C A P B D	DEPARTMENTAL CHANGES							AGENCY REQUEST		
					AGENCY BASE	DECISION ITEM #1	DECISION ITEM #2	DECISION ITEM #3	DECISION ITEM #4	DECISION ITEM #5	DECISION ITEM #6		DECISION ITEM #7	
22	GMCVB	22478	SPORTS COMMISSION		\$14,500									\$14,500
22	GMCVB	22480	SPORTS DEVELOPMENT INCENTIVES		\$38,600									\$38,600
22	GMCVB	31706	CONTROL ACCOUNT ONLY		\$234,000									\$234,000
TOTAL EXPENDITURES					\$287,100	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$287,100

DEPARTMENT: Miscellaneous Appropriations
PROGRAM: Destination Madison

YR	ORG CODE	OBJECT	DESCRIPTION	C A P B D	2020 REVENUES	ADOPTED BUDGET 2021	2020 CARRYFORWARD	2021 COUNTY BOARD ACTIONS	CURRENT MODIFIED BUDGET	ACTUAL REVENUES YTD	ESTIMATED REVENUES TOTAL	TOTAL ESTIMATED CARRYFORWARD	AGENCY BASE
					\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
			TOTAL REVENUES		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

DEPARTMENT: Miscellaneous Appropriations
 PROGRAM: Destination Madison

YR	ORG CODE	OBJECT	DESCRIPTION	C A P B D	DEPARTMENTAL CHANGES							AGENCY REQUEST	
					AGENCY BASE	DECISION ITEM #1	DECISION ITEM #2	DECISION ITEM #3	DECISION ITEM #4	DECISION ITEM #5	DECISION ITEM #6		DECISION ITEM #7
					\$0								\$0
			TOTAL REVENUES		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

BUDGET CARRYFORWARD REQUEST

DEPT: MISCELLANEOUS APPROPRIATIONS

PROG: DESTINATION MADISON

ORG	EXP OBJECT	REV SOURCE	DESCRIPTION	EXPENDITURES		REVENUES		TYPE	AUTHORIZATION	JUSTIFICATION/COMMENTS
				MODIFIED BUDGET	ESTIMATED CARRYFWD	MODIFIED BUDGET	ESTIMATED CARRYFWD			
			NONE							
				-	-	-	-			

TO: County Executive Joe Parisi

FROM: Ellie Westman Chin

DATE: July 13, 2021

RE: Funding request

CC: Josh Westcott
Joe Kroll

As you are well aware, the tourism industry was hit first, hit hardest and continues to be deeply affected by the global Coronavirus pandemic. Travel's economic footprint in the United States shrank a staggering 42%. In Dane County, visitor spending decreased 43% (in 2020) with 30% of the tourism industry's workforce losing their jobs. The relevancy of the tourism impact in Dane County has never been so clear and the need to rebuild the tourism industry has never been so urgent.

As we begin the recovery process, the competitive landscape is fierce. Destination Madison recently created and implemented a six-part Recovery Plan to regain the economic impact that was lost during the pandemic, by enticing visitors to Dane County through sports, convention and events, and leisure travel. The six priorities include aggressive sales and marketing strategies, as well as support for the local tourism industry through collaboration, workforce development, DEAI initiatives and securing critical funding for Destination Madison (In 2021 Destination Madison's annual budget decreased 43%).

Dane County is a critical and important partner to rebuild the regional tourism industry, especially as we aggressively pursue sports, group and leisure travel visitors and their dollars. After conversing with County staff, Destination Madison requests Dane County make the same investment for 2022 as the County made in 2021:

Continuing Investment:

Alliant Energy Center Event Assistance	\$50,000
Destination Madison tourism recovery/development	<u>\$184,000</u>
Total Destination Madison investment	\$234,000
Sports Event Assistance	\$38,763
Funding for Sports specific tourism recovery	<u>\$14,337</u>
Total Sports investment	\$53,100
Total Investment	\$287,100

Special request: Additionally, we held conversations with the Alliant Energy Center leadership. Based on those conversations, and due to COVID recovery, we request consideration for an additional \$25,000 for Alliant Energy Center Event Assistance to restimulate the market and secure future business for AEC.

We thank you very much for your consideration and for your ongoing support of Dane County's tourism economy and the thousands of local people whose livelihoods rely upon visitor spending.