

2015 Proposed Room Tax Budget

per Executive Budget

**2015 and beyond the Room Tax Budget will be the responsibility of the Community Development Department*

\$485,000 TOTAL ROOM TAX COLLECTIONS PROJECTED FOR 2015 (8% Room Tax) **conservative number*

\$536,050 Actual 2013 *(pg. 138 in 2015 Executive Budget)*

\$502,000 Estimated 2014 *(pg. 138 in 2015 Executive Budget)*

BREAKDOWN for CITY of MANITOWOC ROOM TAX PROPOSED 2015 EXPENDITURES

\$253,122 MAVCB (52.19% per City Resolution) **paid monthly on actuals so number may vary*

\$231,878 City of Manitowoc (47.81% per City Resolution) **number may vary*

\$6,062 MIRA (1.25% per City Resolution)

\$15,200 General Fund (3.12% per City Resolution)

\$210,616 Various (43.44% per City Resolution) **detailed below*

\$75,000 for Special Events

\$10,000 to MAVCB for Tourism Guide

\$10,000 for Direct Marketing for the Rahr-West Art Museum

\$30,000 for *Discover Manitowoc* Grant Program

\$40,000 for Billboards Promoting a Mix of Tourism Events and Economic Development

\$45,616 for Capital Improvements Downtown (signs/banners/bike racks/etc.)

\$323,066.50 Fund Balance (as of 10/20/14)

\$75,000 Electronic Signs on I-43 **2014 Expenditure*

~~\$70,000 Proposed to Implement Marketing Plan~~ eliminated per Finance/Council