

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 2019	Adopted 2020	2019 Carry Forward	Board Transfers	Budget As Modified	2020 YTD	Estimated 2020	Department Request
PROGRAM EXPENDITURES								
Personnel Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Operating Expenses	\$54,650	\$54,450	\$192,300	\$0	\$246,750	\$0	\$246,750	\$53,100
Contractual Services	\$239,951	\$239,951	\$0	\$0	\$239,951	\$79,984	\$239,951	\$234,000
Operating Capital	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	\$294,601	\$294,401	\$192,300	\$0	\$486,701	\$79,984	\$486,701	\$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	\$294,601	\$294,401			\$486,701			\$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#	2021 Base	Net Decision Items							2021 Requested Budget	
		01	02	03	04	05	06	07		
PROGRAM EXPENDITURES										
Personnel Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Operating Expenses	\$54,450	(\$1,350)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$53,100
Contractual Services	\$239,951	(\$5,951)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$234,000
Operating Capital	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	\$294,401	(\$7,301)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$287,100
PROGRAM REVENUE										
Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Intergovernmental Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Licenses & Permits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Fines, Forfeits & Penalties	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Public Charges for Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Intergovernmental Charge for Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Miscellaneous	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Financing Sources	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GPR SUPPORT	\$294,401	(\$7,301)	\$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	0.000

NARRATIVE INFORMATION ABOUT DECISION ITEMS SHOWN ABOVE		Expenditures	Revenue	GPR Support
2021 BUDGET BASE		\$294,401	\$0	\$294,401
DI #	MISC-DMAD-1			
DEPT	Reduction in expenditures to meet the 2.5% GPR Reduction guideline for the 2021 Budget.	(\$7,301)	\$0	(\$7,301)
EXEC				\$0
ADOPTED				\$0
NET DI # MISC-DMAD-1		(\$7,301)	\$0	(\$7,301)
2021 REQUESTED BUDGET		\$287,100	\$0	\$287,100

DEPARTMENT Miscellaneous Appropriations
PROGRAM Destination Madison

OPERATING BUDGET SUMMARY

PROGRAM SUMMARY	2019 ACTUAL	ADOPTED BUDGET 2020	2019 CARRYFORWRD	2020 COUNTY BOARD ACTIONS	CURRENT MODIFIED BUDGET	ACTUAL YTD	ESTIMATED TOTAL	TOTAL ESTIMATED CARRYFORWRD	AGENCY BASE
PERSONNEL COSTS	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPERATING EXPENSE	\$54,650	\$54,450	\$192,300	\$0	\$246,750	\$0	\$246,750	\$0	\$54,450
CONTRACTUAL SERVICES	\$239,951	\$239,951	\$0	\$0	\$239,951	\$79,984	\$239,951	\$0	\$239,951
OPERATING CAPITAL	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL PROGRAM EXPENDITURES	\$294,601	\$294,401	\$192,300	\$0	\$486,701	\$79,984	\$486,701	\$0	\$294,401
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
INTERGOV'L CHARGES 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:	\$294,601	\$294,401	\$192,300	\$0	\$486,701	\$79,984	\$486,701	\$0	\$294,401

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	\$54,450	(\$1,350)	\$0	\$0	\$0	\$0	\$0	\$0	\$53,100
CONTRACTUAL SERVICES	\$239,951	(\$5,951)	\$0	\$0	\$0	\$0	\$0	\$0	\$234,000
OPERATING CAPITAL	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL PROGRAM EXPENDITURES	\$294,401	(\$7,301)	\$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
INTERGOV'L CHARGES 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:	\$294,401	(\$7,301)	\$0	\$0	\$0	\$0	\$0	\$0	\$287,100

DEPARTMENT Miscellaneous Appropriations
PROGRAM: Destination Madison

YR	ORG CODE	OBJECT	DESCRIPTION	C A P B		ADOPTED BUDGET 2020	2019 CARRYFORWARD	2020 COUNTY BOARD ACTIONS	CURRENT MODIFIED BUDGET	ACTUAL EXPENDITURES YTD	ESTIMATED EXPENDITURES TOTAL	TOTAL ESTIMATED CARRYFORWARD	AGENCY BASE
				D	2019 EXPENDITURES								
21	GMCVB	22478	SPORTS COMMISSION		\$14,650	\$14,850	\$0	\$0	\$14,850	\$0	\$14,850	\$0	\$14,850
21	GMCVB	22480	SPORTS DEVELOPMENT INCENTIVES		\$40,000	\$39,600	\$192,300	\$0	\$231,900	\$0	\$231,900	\$0	\$39,600
21	GMCVB	31706	CONTROL ACCOUNT ONLY		\$239,951	\$239,951	\$0	\$0	\$239,951	\$79,984	\$239,951	\$0	\$239,951
TOTAL EXPENDITURES					\$294,601	\$294,401	\$192,300	\$0	\$486,701	\$79,984	\$486,701	\$0	\$294,401

DEPARTMENT Miscellaneous Appropriations
PROGRAM: Destination Madison

YR	ORG CODE	OBJECT	DESCRIPTION	C A P B D	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
21	GMCVB	22478	SPORTS COMMISSION		\$14,850	(\$350)							\$14,500
21	GMCVB	22480	SPORTS DEVELOPMENT INCENTIVES		\$39,600	(\$1,000)							\$38,600
21	GMCVB	31706	CONTROL ACCOUNT ONLY		\$239,951	(\$5,951)							\$234,000
TOTAL EXPENDITURES					\$294,401	(\$7,301)	\$0	\$0	\$0	\$0	\$0	\$0	\$287,100

DEPARTMENT Miscellaneous Appropriations
 PROGRAM: Destination Madison

YR	ORG CODE	OBJECT	DESCRIPTION	C A P B D	2019	ADOPTED	2019	2020	CURRENT	ACTUAL	ESTIMATED	TOTAL	AGENCY
					REVENUES	BUDGET	CARRYFORWARD	COUNTY BOARD	MODIFIED	REVENUES	REVENUES	ESTIMATED	BASE
					2020		ACTIONS	BUDGET	YTD	TOTAL	CARRYFORWARD		
					\$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	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
					\$0								\$0
			TOTAL REVENUES		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

DANE COUNTY BUDGET DECISION ITEM REQUEST

1. DEPARTMENT	Miscellaneous Appropriations	3. DEPT. NO.	27	5. FUND NAME	General Fund
2. PROGRAM	Destination Madison	4. PROGRAM NO.	500/00	6. FUND NO.	1110
7. DECISION ITEM TITLE			8. BUDGETED POSITION CHANGES		
GPR Reduction			POSITION#	TITLE	# FTE
9. DECISION ITEM NUMBER					
MISC-DMAD-1					
10. SHORT DESCRIPTION (for budget document--may not exceed 470 characters)					
Reduction in expenditures to meet the 2.5% GPR Reduction guideline for the 2021 Budget.					
			TOTAL REQUESTED FTE CHANGE		0.000
11. (a) EXPLANATION/JUSTIFICATION (please be specific)			12. OPERATING EXPENSES / REVENUE SUMMARY		
Reduction in expenditures to meet the 2.5% GPR Reduction guideline for the 2021 Budget.			REQUESTED EXPENDITURES		
			PERSONNEL COSTS \$0		
			OPERATING EXPENSE (\$1,350)		
			CONTRACTUAL EXPENSE (\$5,951)		
			OPERATING OUTLAY \$0		
			TOTAL EXPENSE (\$7,301)		
			RELATED REVENUES		
			TAXES \$0		
			INTERGOVERNMENTAL REVENUE \$0		
			LICENSES & PERMITS \$0		
			FINES, FORFEITS & PENALTIES \$0		
			PUBLIC CHARGES FOR SERVICES \$0		
			INTERGOVERNMENTAL CHARGE FOR SERVICES \$0		
			MISCELLANEOUS \$0		
			OTHER FINANCING SOURCES \$0		
			TOTAL REVENUE \$0		
			NET COST TO COUNTY (\$7,301)		
(b) What are the consequences of not funding this request?					
The Destination Madison budget will not meet the GPR Reduction guideline.					
(c) What savings/productivity improvements will result from approval of this request?					
N/A.					