

ACTUAL ROOM TAX REVENUE/COLLECTION

GROSS REVENUES REPORTED BY SHORT-TERM RENTAL ESTABLISHMENTS		TAX COLLECTED 5% TAX W/ 5% TIMELY PAYMENT DISCOUNT	AMOUNT REMITTED TO TOURISM	AMOUNT RETAINED BY CITY
2018	2,832,961	134,869	94,408	40,461
2019	2,613,232	124,587	87,211	37,376
2020	1,291,820	66,389	46,473	19,916
2021	1,729,291	93,575	65,503	28,073
2022	2,408,137	105,659	73,961	31,698
Total Estimated Revenue - 2023				
2023	2,424,463	118,506	82,954	35,552

Reported through September 2023

2023	1,874,463	91,006	63,704	27,302
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Estimated Revenue for October-December 2023

2023	550,000	27,500	19,250	8,250
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Estimated Ineligible Revenues - 2023

2023	105,300
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MARKETPLACE PROVIDERS

TAX COLLECTED		TOTAL PAID BY MARKETPLACE PROVIDERS	% OF TAX COLLECTED	NET CHANGE FROM LAST YEAR
2020	66,389	4,041	6%	6%
2021	93,575	7,675	8%	2%
2022	105,659	11,695	11%	9%
<i>Reported through September 2023</i>				
2023	91,006	15,358	17%	8%

2024 REVENUE PROJECTIONS BY TAX RATE

GROSS REVENUES	TAX W/ 5% DISCOUNT	TOURISM	CITY	
2024	2,450,000	116,375	81,463	34,913
2024	2,450,000	139,650	97,755	41,895
2024	2,450,000	162,925	114,048	48,878
2024	2,450,000	186,200	130,340	55,860

INCREASED NET REVENUE		TOURISM	CITY
6% TAX RATE	23,275	16,293	6,983
7% TAX RATE	46,550	32,585	13,965
8% TAX RATE	69,825	48,878	20,948

2022 Room Tax Rates	
Beaver Dam	5%
Delafield	8%
Fond du Lac	8%
Fort Atkinson	5%
Jefferson	5%
Johnson Creek	8%
Oconomowoc	8%
Pewaukee	8%
Sun Prairie	7%
Waukesha	8%
Waupun	7.5%
Whitewater	8%