

Monona Terrace

Agency Number: 11
 Budget Function: Public Facilities

The mission of Monona Terrace Community and Convention Center is to provide exceptional service in a premier facility for the enjoyment of guests. Monona Terrace serves three roles: first, as a catalyst for economic activity in the community; second, as a gathering place for the community; and third, as a tourism destination.

<u>Major Service</u>	<u>1999 Actual</u>	<u>2000 Budget</u>	<u>2000 Projected</u>	<u>2001 Request</u>	<u>2001 Executive</u>	<u>2001 Adopted</u>
Community & Convention Center	0	0	0	0	0	0
Agency Total	<u>\$ 0</u>	<u>\$ 0</u>	<u>\$ 0</u>	<u>\$ 0</u>	<u>\$ 0</u>	<u>\$ 0</u>

Executive Budget Highlights

The Budget includes:

1. Funding the net operating expense (subsidy) of Monona Terrace from the Transient Occupancy Tax. (See separate "Distribution of Transient Occupancy Tax" page in the Summary section of the Budget.) The subsidy provided for in the Executive Budget is \$2,835,833, which includes an initial Payment in Lieu of Taxes (PILOT) of \$235,000. The 2001 net operating expense, before PILOT, has been reduced by about 8 percent from the 2000 budget. This was accomplished primarily through an anticipated growth in revenues due to an increase in the overall number of events and the anticipated opening of the Hilton Madison Monona Terrace Hotel in Spring 2001. The Executive Budget also includes \$100,000 applied to Monona Terrace operating reserves.
2. Adding 12 positions in response to labor contracts and agency needs: 1.0 FTE AV Technician, 4.0 FTE Command Center Operators, 1.0 FTE Event Coordinator, .75 FTE Gift Shop Clerk, .50 FTE Maintenance Mechanic, .75 FTE Tour Coordinator, and 4.0 Operations Workers. These positions are funded for hire in June 2001 through a decrease in hourly and overtime wages and an increase in revenues.
3. Funding of \$109,273 for direct marketing by the Greater Madison Convention and Visitors Bureau.
4. Funding of \$7,500 as part of the City's contribution for the establishment of a reporting system to monitor the impacts of the Overture Center and Monona Terrace Community and Convention Center. This reporting system was recommended by a 1999 consultant study, which was commissioned by the Economic Development Commission, Monona Terrace Board and others.
5. Establishing the authorized level of City subsidy for the Monona Terrace Community and Convention Center in 2000 and establishing the authorized permanent staff positions as adopted. All other amounts, except permanent salary and debt service, are provided as informational in order to determine the authorized subsidy level and may, in the course of the year, be adjusted by the City Comptroller to reflect income generated by Monona Terrace, if such adjustments do not increase the authorized level of subsidy or increase debt service.

The agency submitted no supplemental budget requests.

