

# 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>2001 Actual</u>	<u>2002 Budget</u>	<u>2002 Projected</u>	<u>2003 Request</u>	<u>2003 Executive</u>	<u>2003 Adopted</u>
Community & Convention Center	0	0	0	0	0	0
<b>Agency Total</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>

## Executive Budget Highlights

The Budget includes:

1. Funding the net operating expense (subsidy) of Monona Terrace from the Room Tax. (See separate "Distribution of Room Tax" page in the Summary section of the Budget.) The subsidy provided for in the Executive Budget is \$2,823,021, which includes a Payment in Lieu of Taxes (PILOT) of \$251,000. The 2003 net operating expense has been reduced from the 2002 adopted budget. This was accomplished primarily through an anticipated growth in revenues due to more conventions and conferences as a result of the efforts of the Greater Madison Convention and Visitors Bureau, the addition of the Hilton Monona Terrace hotel, and a consistent marketing program.
2. Funding of \$115,927 for direct marketing by the Greater Madison Convention and Visitors Bureau.
3. Establishing the authorized level of City subsidy for the Monona Terrace Community and Convention Center in 2003 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.

**Monona Terrace**

**Budget Service Descriptions:**

**Community & Convention Center**

The Monona Terrace Community and Convention Center serves the community in three ways: as a convention center attracting new dollars to Madison and Dane County, as a tourism destination, and as a community center for the citizens of our community. The balancing of these three roles has an impact on the budget, both for revenues and expenses.

<b>Service Summary</b>			
	<b>2001 Actual</b>	<b>2002 Budget</b>	<b>2003 Executive</b>
Total Expenditures	\$ 5,309,448	\$ 5,751,378	\$ 5,839,404
Less Inter-Agency Billings	5,309,448	5,751,378	5,839,404
Net Total	\$ 0	\$ 0	\$ 0

**Monona Terrace  
Summary by Major Object of Expenditure**

	<b>2001 Actual</b>	<b>2002 Budget</b>	<b>2002 Projected</b>	<b>2003 Request</b>	<b>2003 Executive</b>	<b>2003 Adopted</b>
Permanent Salaries	\$ 1,933,186	\$ 2,344,121	\$ 2,136,292	\$ 2,325,730	\$ 2,325,730	\$ 0
Hourly Employee Pay	291,228	157,796	244,408	222,057	222,057	0
Overtime Pay	125,092	60,358	93,756	77,600	77,600	0
Fringe Benefits	639,577	816,831	804,074	821,239	821,239	0
Purchased Services	1,525,683	1,605,300	1,560,434	1,618,468	1,617,342	0
Supplies	389,906	443,200	415,222	433,100	433,100	0
Inter-Departmental Charges	113,290	79,772	83,772	91,336	91,336	0
Debt/Other Financing Uses	291,486	244,000	244,000	251,000	251,000	0
Fixed Assets	0	0	0	0	0	0
Total Expenditures	\$ 5,309,448	\$ 5,751,378	\$ 5,581,958	\$ 5,840,530	\$ 5,839,404	\$ 0
Inter-Agency Billings	5,309,448	5,751,378	5,581,958	5,840,530	5,839,404	0
Net Budget	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0