

# 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>2002 Actual</u>	<u>2003 Budget</u>	<u>2003 Projected</u>	<u>2004 Request</u>	<u>2004 Executive</u>	<u>2004 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>

## Adopted Budget Highlights

The Budget includes:

1. Funding the net operating expense (subsidy) of Monona Terrace derived from the Room Tax. (See separate "Distribution of Room Tax" page in the Summary section of the budget). The subsidy provided for in the Adopted Budget is \$2,853,681, which includes a Payment in Lieu of Taxes (PILOT) of \$259,000. The 2004 net operating expense has been reduced from the 2003 Adopted Budget. This was accomplished primarily through a self-imposed attrition plan and a continuous review of operational efficiencies.
2. Funding of \$113,608 for direct marketing by the Greater Madison Convention and Visitors Bureau.
3. The elimination of three customer service coordinator positions and creation of two operations lead worker positions and one customer service manager position.
4. Establishing the authorized level of City subsidy for the Monona Terrace Community and Convention Center in 2004 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.

