

# Monona Terrace

Agency Number: **11**  
 Budget Function: **Public Facilities**

The mission of Monona Terrace Community and Convention Center is to be a high quality, customer-focused facility that serves as a community gathering place, a tourist destination and a catalyst for economic activity for the City of Madison, Dane County and the State of Wisconsin.

<u>Major Service</u>	<u>2004 Actual</u>	<u>2005 Budget</u>	<u>2005 Projected</u>	<u>2006 Request</u>	<u>2006 Executive</u>	<u>2006 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 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 Executive Budget is \$2,638,811, which includes a Payment in Lieu of Taxes (PILOT) of \$274,000 and debt service of \$32,413 related to the WRS Prior Service Obligation Loan (new in 2005).
2. Continued support of community outreach efforts at Monona Terrace including approximately 75 free community programs. Programs include free use of the Hall of Fame room by Dane County non-profit organizations and quality community concerts and events supported through grants/sponsorships by local foundations and corporations.
3. Funding of \$123,000 to the Greater Madison Convention and Visitors Bureau (GMCVB) for direct marketing of Monona Terrace. In 2006, it is estimated that the GMCVB will book approximately \$500,000 in convention and conference contract revenues from their direct marketing efforts on behalf of Monona Terrace.
4. Elimination of a vacant Program Assistant 1 position.
5. Establishing the authorized level of City subsidy for the Monona Terrace Community and Convention Center in 2006 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 \$75,000 in supplemental requests, of which \$50,000 is included in the Executive Budget.

