

OUR CITY OF MADISON



Monona Terrace Budget Overview

Jeff Boyd, *Business Manager*

Our Agency's Operating Budget Overview

Inclusive – Innovative – Thriving



Our Agency's Operating Budget

As of January 2025, our agency maintains a TOTAL 2025 operating budget of:

Service	Operating Budget
Community & Convention Center	\$14,854,825
TOTAL	\$14,854,825

Community & Convention Center

Cc Culture & Character	Eg Effective Government	Eo Economy & Opportunity	Gr Green & Resilient	Hs Health & Safety
----------------------------------	-----------------------------------	------------------------------------	--------------------------------	------------------------------

Monona Terrace Comm Conv Ctr

Function:

Public Facilities

Service Overview

2025 Total Operating Budget

\$14,854,825

Service: Community Convention Center

Service Description

This service is responsible for operating the Monona Terrace Community and Convention Center. Specific activities provided by this service include maintenance, sales and marketing, and event services. The goal of this service is to host hundreds of events annually and function as an economic catalyst for downtown Madison, the City of Madison, Dane County, and the State of Wisconsin.

Activities Performed by this Service

- **Community Center:** Host community based events, including rooftop concerts and educational and health related events at Monona Terrace and within Madison schools.
- **Conferences and Conventions:** Host conventions, conferences, consumer shows, banquets, meetings, entertainment events, and community use events.
- **Tourism:** Operate a Frank Lloyd Wright facility, which includes promotion of the history of the building, providing tours, and operating a themed gift shop for clients, visitors, and event attendees.

Operating Budget by Fund

We are an Enterprise fund agency. This means our operations are primarily funded by charges for services. In addition, our budget includes other funding sources from the Room Tax Fund (TOT).

Fund	2025 Adopted Budget
Charges for Services	\$9,299,325
Invest Other Contribution	\$23,700
Misc. Revenue	\$139,800
Other Finance Source	0
Transfer In (Room Tax)	\$5,392,000
TOTAL	\$14,854,825

Our Agency's Capital Budget Overview

Inclusive – Innovative – Thriving



Our Agency's Capital Budget

As of January 2025, our agency maintains a 2025 Capital Budget TOTAL across 2 Projects and Programs.

Project / Program	2025 Capital Budget
Building & Building Improvements	\$451,500
Machinery & Other Equipment	\$1,449,000
TOTAL	\$1,900,500

BUILDING & BUILDING IMPROVEMENTS



Project **Building and Building Improvements** Project # **10031**
 Citywide Element **Culture and Character** Project Type **Program**

2025 Project/Program Capital Budget
\$1,900,500

Project Description

This program funds building improvements at Monona Terrace Community and Convention Center. The goal of the program is to increase efficiency, reduce maintenance costs, and improve customer experience at Monona Terrace. Projects planned for 2025 include landscaping upgrades, upgrades to the lecture hall stage floor, network router upgrade, exterior building cleaning, replacing LED theatrical lighting fixtures, replacement of rooftop gates, and inspection of the rooftop membrane.

	2025	2026	2027	2028	2029	2030
Non-GF GO Borrowing	451,500	1,401,750	840,500	971,750	380,000	2,025,000
Total	\$ 451,500	\$ 1,401,750	\$ 840,500	\$ 971,750	\$ 380,000	\$ 2,025,000

MACHINERY & OTHER EQUIPMENT

Project **Machinery and Other Equipment** Project # **10037**
 Citywide Element **Culture and Character** Project Type **Program**

**2025 Project/Program
Capital Budget**

\$1,900,500

Project Description

This program funds machinery and equipment purchases at Monona Terrace. The program's goal is to provide a safe environment for clients and guests and to increase overall customer satisfaction. Projects planned for 2025 include chiller upgrade, HVAC drive unit replacement, cleaning equipment replacement, upgrades to audio-visual equipment, and furniture replacement.

	2025	2026	2027	2028	2029	2030
Room Tax	1,449,000	498,750	1,008,000	924,000	1,470,000	1,210,000
Total	\$ 1,449,000	\$ 498,750	\$ 1,008,000	\$ 924,000	\$ 1,470,000	\$ 1,210,000

AGENCY Additional Budget Resources

Inclusive – Innovative – Thriving



Upcoming Budget Concerns

The following budget concerns are important for Alders to be aware of:

- Maintenance of 27 year old facility
- Increased cost of materials

AGENCY Budget Resources

- [2025 Capital Budget](#)
- [2025 Operating Budget](#)

OUR CITY OF MADISON



Stay Connected!

Jeff Boyd, Business Manager

jboyd@mononaterrace.com

(608) 261-4012

CITY OF MADISON