

CITY OF MADISON

2018 OPERATING BUDGET

Agency Request

Agency:

80 - MONONA TERRACE COMM CONV CTR

Budget by Service (All Funds)

	2017 Budget	2018 Request	Change
Revenue			
COMMUNITY CONVENTION CENTER	(14,319,753)	(14,311,575)	8,178
Total Revenue	(14,319,753)	(14,311,575)	8,178
Expense			
COMMUNITY CONVENTION CENTER	14,319,753	14,311,575	(8,178)
Total Expense	14,319,753	14,311,575	(8,178)
Net GF Budget	\$ -	\$ -	-

Fund: 2140 - CONVENTION CENTER

	2017 Budget	2018 Request	Change
Revenue			
CHARGES FOR SERVICES	(10,451,655)	(10,325,250)	126,405
INVEST OTHER CONTRIB	(23,700)	(23,700)	-
MISC REVENUE	(97,800)	(140,800)	(43,000)
OTHER FINANCE SOURCE	(618,810)	(59,994)	558,816
TRANSFER IN	(3,127,788)	(3,761,831)	(634,043)
Expense			
SALARIES	3,877,669	3,901,475	23,806
BENEFITS	1,258,732	1,294,478	35,746
SUPPLIES	546,331	515,706	(30,625)
PURCHASED SERVICES	8,015,623	7,977,375	(38,248)
DEBT OTHR FINANCING	410,011	410,011	-
INTER DEPART CHARGES	211,387	212,530	1,143
Total Expense	14,319,753	14,311,575	(8,178)
Net GF Budget	\$ -	\$ -	-

CITY OF MADISON

2018 OPERATING BUDGET

Agency Request

Agency:

80 - MONONA TERRACE COMM CONV CTR

Position Summary by FTE

	2017 Budget	2018 Request	Change
CUSTODIAL WKR 2	5.00	5.00	-
FACILITY MAINT WKR - CG16	2.00	2.00	-
GARDENER	1.00	1.00	-
M.T. COMMAND CTR OPE	4.00	4.00	-
M.T. OPER LDWKR	3.00	4.00	1.00
M.T. OPERS WKR	7.00	6.00	(1.00)
M.T.TECH SERV SPEC	1.00	1.00	-
M.T.TECH SERV SPEC 2	1.00	1.00	-
MAINT MECH 1 - CG16	2.00	2.00	-
MAINT MECH 2 - CG16	1.00	1.00	-
CUSTODIAL WKR 2 - PT	0.50	0.50	-
MAINT MECH 1	0.50	0.50	-
COMM EVENTS COORD	1.00	1.00	-
M.T. EVENT SERV MGR	1.00	1.00	-
M.T. VOL/TOUR COORD	1.00	1.00	-
M.T.COM.REL.SUPV	1.00	1.00	-
MKTG/COMMUN SPEC	1.00	1.00	-
M.T. ASST OPER MGR	1.00	1.00	-
M.T. ASST OPER SUPV	1.00	1.00	-
QI & OPER MGR	1.00	1.00	-
IT SPEC 2	1.00	1.00	-
M.T. BLDG MAINT SUPV	1.00	1.00	-
M.T. ASSOC DIRECTOR	2.00	2.00	-
M.T. SALES ASSOC	2.00	2.00	-
M.T. SALES MGR	1.00	1.00	-
ACCT TECH 2	1.00	1.00	-
ADMIN CLK 1 - CG20	3.00	3.00	-
ADMIN CLK 2 - CG20	1.00	1.00	-
GIFT SHOP SALES LDWK	1.00	1.00	-
M.T. BOOKING COORD	1.00	1.00	-
M.T. EVENT COORD	3.00	3.00	-
SALES CLERK	0.75	0.75	-
M.T. DIRECTOR	1.00	1.00	-
TOTAL	54.75	54.75	-



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

ONE JOHN NOLEN DRIVE MADISON, WI 53703 TEL 608 261-4000 FAX 608 261-4049

DATE: July 13, 2017
TO: Dave Schmiedicke, Finance Director
FROM: Gregg McManners, Executive Director
SUBJECT: 2018 Monona Terrace Operating Budget

2018 Operating Goals:

1. To Deliver an Exceptional and Inspirational Customer Experience
2. Seek to identify new revenue sources
3. Pursue optimal operating efficiency

Criteria used to develop the 2018 Operating Budget:

This is a team approach both from a revenue and expense perspective. We engage our management team to look at the revenue potential for the upcoming year and at the same time review recurring or new expenses that will be required to maintain Monona Terrace in a first-class manner. 2018 promises to be a very challenging revenue year as one of our largest returning client events has downsized dramatically. This is an issue we have faced in the past, particularly when Epic moved all of their events to their campus. Unfortunately it will not be an easy fix and probably will require a full two years for us to fill in the void.

The 2018 Operations Budget reflects our continued focus on Monona Terrace as a:

- A Catalyst for Economic Activity
- Community Gathering Place
- A Tourist Destination

2018 Operating Budget: Service Proposals

SERVICE IDENTIFYING INFORMATION

SELECT YOUR AGENCY:

Monona Terrace

SELECT YOUR AGENCY'S SERVICE:

Community Convention Center

SERVICE DESCRIPTION:

This service supports 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 goal of this service is to deliver exceptional and inspirational customer experiences. The primary customer of this service is patrons of Monona Terrace including clients, guests, visitors, and tourists. The major initiatives planned for this service include continuing operations and maintaining Monona Terrace as a community gathering place, a tourist destination, and a catalyst for economic activity. To support these mandates, efforts will be focused on improving social media efforts, as well as redesigning the website and managing its contents in-house; safety and security projects identified by Homeland Security will remain a priority and sustainable maintenance and landscaping practices will be enhanced.

SERVICE GOALS

What community need does the service address?

We serve our community as a source for economic impact, a location to gather, and enjoy free community programming, and support a diverse offering of events to attract residents of various backgrounds and economic levels.

Who are the recipients of the service?

Residents, visitors, and attendees from the surrounding area and around the world.

What outcomes will be produced at the proposed funding level?

\$40-50 million dollars in economic impact; 250,000 visitors per year attending paid events; 100,000 residents attending free events, including Rooftop Concerts, Dane Dances, Maker Faire, Lakeside Kids, and Frank Lloyd Wright tours.

What strategies are planned for 2018 to advance the stated outcomes?

Achieve operational and workplace excellence; Enhance community engagement; and to improve financial viability.