



DATE: July 11, 2018
TO: Dave Schmiedicke, Finance Director
FROM: Gregg McManners, Executive Director
SUBJECT: 2019 Monona Terrace Operating Budget

2019 Operating Goals:

Monona Terrace supports the Comprehensive Plan and three key Elements of a Great City: Economy and Opportunity, Green & Resilient, Culture & Character. We also support the elements of Effective Government and Health & Safety.

Our core mission is to:

1. Deliver an Exceptional and Inspirational Customer Experience
2. Seek to optimize revenue sources
3. Pursue optimal operating efficiency
4. Achieve Service Excellence

Criteria used to develop the 2019 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. 2019 promises to be another challenging revenue year as forecasting this far in advance has proven to be formidable the last couple of years. We have included several one time costs in this budget as well but funded those costs through Reserve Financing.

The 2019 Operations Budget reflects our continued focus on Monona Terrace as a:

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

Agency: Monona Terrace

Proposed Budget

	Cost to Continue	Proposed	Change
Revenue	-\$14,285,678	-\$14,424,803	-\$139,125
Expenditures	\$14,285,678	\$14,424,803	\$139,125
Net	\$0	\$0	\$0
	2018	Proposed	Change
FTEs	54.75	54.75	0

Request Analysis

2017 Budget

Overbudget	No
2017 Analysis	

2018 Projection

Deficit	No
Projection Analysis	

2019 Request

Budget Request Changes	Monona Terrace assumes the use of \$200,000 from Fund Balance in 2019 to fund a one-time \$15,000 IT-required Kronos update as well as \$50,000 for a one-time John Nolan Waterfront analysis from a consultant. Hourly Wages were increased by \$60,000 to align with demand for the current scheduled events/conferences in 2019, and Facility Rental Revenue decreased by \$60,000 based on the current outlook of bookings scheduled for 2019.
Change in Service	No
Service Impact	
Staffing Levels & Payroll Allocations	

Monona Terrace

Function: Public Facilities

Position Summary

	2018			Request		2019		Adopted	
	CG	FTEs	Amount	FTEs	Amount	FTEs	Amount	FTEs	Amount
ACCT TECH	20	1.00	63,135	1.00	51,318	-	-	-	-
ADMIN ASST	20	1.00	57,598	1.00	57,992	-	-	-	-
ADMIN CLERK	20	3.00	162,481	3.00	163,816	-	-	-	-
COMM EVENTS COORD	18	1.00	63,344	1.00	63,015	-	-	-	-
CUSTODIAL WKR	16	5.50	265,061	5.50	262,275	-	-	-	-
FACILITY MAINT WKR	16	2.00	115,970	2.00	111,654	-	-	-	-
GARDENER	16	1.00	55,877	1.00	56,092	-	-	-	-
GIFT SHOP SALES LDWKR	20	1.00	57,641	1.00	57,992	-	-	-	-
IT SPEC	18	1.00	80,132	1.00	80,372	-	-	-	-
M.T. ASSOC DIRECTOR	18	2.00	220,043	2.00	219,558	-	-	-	-
M.T. BOOKING COORD	20	1.00	57,770	1.00	58,520	-	-	-	-
M.T. COM.REL.SUPV	18	1.00	77,126	1.00	77,423	-	-	-	-
M.T. COMMAND CTR OPER	16	4.00	218,616	4.00	220,126	-	-	-	-
M.T. DIRECTOR	21	1.00	133,249	1.00	136,436	-	-	-	-
M.T. EVENT COORD	20	3.00	167,824	3.00	169,446	-	-	-	-
M.T. EVENT SERVS MGR	18	1.00	73,911	1.00	73,578	-	-	-	-
M.T. OPER LDWKR	16	4.00	219,707	4.00	224,457	-	-	-	-
M.T. OPERS WKR	16	6.00	294,652	6.00	303,373	-	-	-	-
M.T. SALES ASSOC	19	2.00	115,792	2.00	116,329	-	-	-	-
M.T. SALES MGR	19	1.00	71,537	1.00	83,207	-	-	-	-
M.T. TECH SERVS SPEC	16	2.00	128,212	2.00	129,738	-	-	-	-
M.T. VOL/TOUR COORD	18	1.00	65,199	1.00	65,550	-	-	-	-
M.T.BLDG MAINT SUPV	18	1.00	80,799	1.00	81,110	-	-	-	-
MAINT MECH	16	3.50	220,318	3.50	222,193	-	-	-	-
MKTG/COMMUN SPEC	18	1.00	63,230	1.00	64,002	-	-	-	-
MT ASST OPERATIONS MGR	18	2.00	140,398	2.00	140,725	-	-	-	-
QI & OPER MGR	18	1.00	88,828	1.00	79,889	-	-	-	-
SALES CLERK	20	0.75	35,042	0.75	35,177	-	-	-	-
TOTAL		54.75	\$ 3,393,492	54.75	\$ 3,405,363	-	\$ -	-	\$ -

Salary amounts recorded on this page are for total budgeted salaries; this amount may differ from budgeted permanent wages as presented in the Line Item Detail due to payroll allocations to other funding sources (capital projects, grants, etc.) or inter-agency services are not reflected in this summary page.

2019 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 BUDGET - ALL FUNDS

	2017 Budget	2018 Budget	2019 Cost to Continue	2019 Request	Change
Revenue	-14,319,753	-14,300,552	-14,285,678	-14,424,803	-139,125
Expense	14,319,753	14,300,552	14,285,678	14,424,803	139,125
Net Budget	0	0	0	0	0

2019 PROPOSAL

1. Explain the budgetary changes proposed from 2019 Cost to Continue to the 2019 Request.

Increase of expenses of \$65,000 due to \$50,000 in consulting for John Nolen Waterfront analysis, and \$15,000 for IT-mandated Kronos upgrade. Additionally, anticipated event revenues are lower than 2018, due to fewer events on the books at this time. These one-time expenses will be covered by the \$200,000 requested from Reserve Financing.

2. Explain the operational impact of the proposed changes from 2019 Cost to Continue to 2019 Request.

Analysis on John Nolen might have to be pushed back; services provided to customers, visitors and guests might be lessened. Regardless of the increase in cost, there is a net zero increase to the 2019 budget due to Reserve Financing.

SERVICE GOALS

1. Who is the recipient of this service?

City residents, clients, visitors, and guests of Monona Terrace benefit from these services.

2. What activities are you responsible for providing under this service?

Caretaker of Monona Terrace for the benefit of the community. We provide community events and programming for the benefit of our residents, and we maintain Monona Terrace for the benefit for our clients, tourists, visitors and residents alike.

3. How do you define success within this service?

First and foremost is the economic impact that we create for the immediate downtown area. Can also be defined by the number of visitors to our building, and the revenues generated by the services we provide from the events we host.

4. What strategies are planned for 2019?

We plan to achieve operational and workplace distinction, enhance community engagement, pursue service excellence, and improve financial viability.