

# Monona Terrace

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## *Agency Overview*

### Agency Mission

The mission of the Monona Terrace Community and Convention Center is to deliver exceptional and inspirational experiences for visitors and event attendees.

### Agency Overview

The Agency strives to be a high quality, customer-focused convention and meeting facility that serves as a community gathering place, a tourism destination, and a catalyst for economic activity for the City of Madison, Dane County, and the State of Wisconsin. The goals for Monona Terrace include efficiency in operations, optimization of revenue, and cost management.

### 2024 Budget Highlights

#### Service: Community Convention Center

- Increases the Room Tax net operating subsidy as approved by the Room Tax Commission. (Increase: \$566,300)
- Assumes facility rental revenues of \$3.9 million, which is a \$286,400 increase from the 2023 Adopted Budget. Monona Terrace will be closed for more than three weeks in January 2024 for its 10-year building renovations. Even with this closure, recovering event revenues are expected to improve against 2023.
- Common Council amendment #7 increases Monona Terrace's purchased services budget by \$120,000 to fund a contract for the agency's event management software. Facility rental revenues will fund the additional costs.

**Monona Terrace Comm Conv Ctr**

**Function: Public Facilities**

*Budget Overview*

Agency Budget by Fund

<b>Fund</b>	<b>2022 Actual</b>	<b>2023 Adopted</b>	<b>2023 Projected</b>	<b>2024 Request</b>	<b>2024 Executive</b>	<b>2024 Adopted</b>
Convention Center	13,126,179	13,913,314	14,049,468	14,451,002	14,578,125	14,701,064
<b>Total</b>	<b>\$ 13,126,179</b>	<b>\$ 13,913,314</b>	<b>\$ 14,049,468</b>	<b>\$ 14,451,002</b>	<b>\$ 14,578,125</b>	<b>\$ 14,701,064</b>

Agency Budget by Service

<b>Service</b>	<b>2022 Actual</b>	<b>2023 Adopted</b>	<b>2023 Projected</b>	<b>2024 Request</b>	<b>2024 Executive</b>	<b>2024 Adopted</b>
Community Convention Center	13,126,179	13,913,314	14,049,468	14,451,002	14,578,125	14,701,064
<b>Total</b>	<b>\$ 13,126,179</b>	<b>\$ 13,913,314</b>	<b>\$ 14,049,468</b>	<b>\$ 14,451,002</b>	<b>\$ 14,578,125</b>	<b>\$ 14,701,064</b>

Agency Budget by Major-Revenue

<b>Major Revenue</b>	<b>2022 Actual</b>	<b>2023 Adopted</b>	<b>2023 Projected</b>	<b>2024 Request</b>	<b>2024 Executive</b>	<b>2024 Adopted</b>
Charges For Services	(8,360,762)	(8,734,200)	(9,083,941)	(9,022,625)	(9,022,625)	(9,142,625)
Invest Other Contrib	(1)	(23,700)	(2)	(23,700)	(23,700)	(23,700)
Misc Revenue	(110,772)	(139,800)	(139,800)	(139,800)	(139,800)	(139,800)
Other Finance Source	(504,072)	(189,889)	-	(439,152)	-	(2,939)
Transfer In	(4,150,573)	(4,825,725)	(4,825,725)	(4,825,725)	(5,392,000)	(5,392,000)
<b>Total</b>	<b>\$ (13,126,179)</b>	<b>\$ (13,913,314)</b>	<b>\$ (14,049,468)</b>	<b>\$ (14,451,002)</b>	<b>\$ (14,578,125)</b>	<b>\$ (14,701,064)</b>

Agency Budget by Major-Expense

<b>Major Expense</b>	<b>2022 Actual</b>	<b>2023 Adopted</b>	<b>2023 Projected</b>	<b>2024 Request</b>	<b>2024 Executive</b>	<b>2024 Adopted</b>
Salaries	4,125,161	4,263,970	4,304,986	4,763,683	4,811,418	4,811,418
Benefits	1,280,810	1,399,216	1,357,082	1,435,600	1,497,336	1,497,336
Supplies	811,912	449,059	360,264	436,129	436,129	436,129
Purchased Services	6,041,546	6,911,599	6,845,739	6,921,569	6,921,569	7,041,569
Debt Othr Financing	59,804	-	291,927	-	-	-
Inter Depart Charges	468,746	494,328	494,328	498,880	516,532	516,532
Transfer Out	338,200	395,141	395,141	395,141	395,141	398,080
<b>Total</b>	<b>\$ 13,126,179</b>	<b>\$ 13,913,314</b>	<b>\$ 14,049,468</b>	<b>\$ 14,451,002</b>	<b>\$ 14,578,125</b>	<b>\$ 14,701,064</b>

*Service Overview*

**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.

Service Budget by Fund

	2022 Actual	2023 Adopted	2023 Projected	2024 Request	2024 Executive	2024 Adopted
General	-	-	-	-	-	-
Other-Expenditures	13,126,179	13,913,314	14,049,468	14,451,002	14,578,125	14,701,064
<b>Total</b>	<b>\$ 13,126,179</b>	<b>\$ 13,913,314</b>	<b>\$ 14,049,468</b>	<b>\$ 14,451,002</b>	<b>\$ 14,578,125</b>	<b>\$ 14,701,064</b>

Service Budget by Account Type

	2022 Actual	2023 Adopted	2023 Projected	2024 Request	2024 Executive	2024 Adopted
Revenue	(13,126,179)	(13,913,314)	(14,049,468)	(14,451,002)	(14,578,125)	(14,701,064)
Personnel	5,405,971	5,663,187	5,662,068	6,199,283	6,308,754	6,308,754
Non-Personnel	7,251,462	7,755,799	7,893,072	7,752,839	7,752,839	7,875,778
Agency Charges	468,746	494,328	494,328	498,880	516,532	516,532
<b>Total</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>

**Monona Terrace Comm Conv Ctr**

**Function: Public Facilities**

Line Item Detail

**Agency Primary Fund:** Convention Center

	2022 Actual	2023 Adopted	2023 Projected	2024 Request	2024 Executive	2024 Adopted
<b>Charges For Services</b>						
Catering Concessions	(4,173,420)	(5,000,000)	(4,972,105)	(5,000,000)	(5,000,000)	(5,000,000)
Facility Rental	(4,099,345)	(3,606,200)	(3,994,841)	(3,892,625)	(3,892,625)	(4,012,625)
Reimbursement Of Expense	(454)	-	-	-	-	-
Gift Shop Sales	(82,979)	(120,000)	(108,241)	(120,000)	(120,000)	(120,000)
Building Tours	(4,563)	(8,000)	(8,754)	(10,000)	(10,000)	(10,000)
<b>Charges For Services Total</b>	<b>\$ (8,360,762)</b>	<b>\$ (8,734,200)</b>	<b>\$ (9,083,941)</b>	<b>\$ (9,022,625)</b>	<b>\$ (9,022,625)</b>	<b>\$ (9,142,625)</b>
<b>Invest Other Contrib</b>						
Interest	(1)	-	(2)	-	-	-
Contributions & Donations	-	(23,700)	-	(23,700)	(23,700)	(23,700)
<b>Invest Other Contrib Total</b>	<b>\$ (1)</b>	<b>\$ (23,700)</b>	<b>\$ (2)</b>	<b>\$ (23,700)</b>	<b>\$ (23,700)</b>	<b>\$ (23,700)</b>
<b>Misc Revenue</b>						
Miscellaneous Revenue	(110,772)	(139,800)	(139,800)	(139,800)	(139,800)	(139,800)
<b>Misc Revenue Total</b>	<b>\$ (110,772)</b>	<b>\$ (139,800)</b>	<b>\$ (139,800)</b>	<b>\$ (139,800)</b>	<b>\$ (139,800)</b>	<b>\$ (139,800)</b>
<b>Other Finance Source</b>						
Fund Balance Applied	(504,072)	(189,889)	-	(439,152)	-	(2,939)
<b>Other Finance Source Total</b>	<b>\$ (504,072)</b>	<b>\$ (189,889)</b>	<b>\$ -</b>	<b>\$ (439,152)</b>	<b>\$ -</b>	<b>\$ (2,939)</b>
<b>Transfer In</b>						
Transfer In From Other Restrict	(4,150,573)	(4,825,725)	(4,825,725)	(4,825,725)	(5,392,000)	(5,392,000)
<b>Transfer In Total</b>	<b>\$ (4,150,573)</b>	<b>\$ (4,825,725)</b>	<b>\$ (4,825,725)</b>	<b>\$ (4,825,725)</b>	<b>\$ (5,392,000)</b>	<b>\$ (5,392,000)</b>
<b>Salaries</b>						
Permanent Wages	3,276,771	3,876,636	3,449,860	4,170,538	4,210,970	4,210,970
Salary Savings	-	(259,155)	-	(41,705)	(41,705)	(41,705)
Pending Personnel	-	24,381	-	-	7,303	7,303
Premium Pay	20,877	25,807	28,000	22,050	22,050	22,050
Workers Compensation Wages	6,392	-	2,306	-	-	-
Compensated Absence	111,821	45,201	111,821	45,201	45,201	45,201
Hourly Wages	591,215	519,500	569,000	536,000	536,000	536,000
Overtime Wages Permanent	28,628	31,600	30,000	31,600	31,600	31,600
Overtime Wages Hourly	89,456	-	114,000	-	-	-
<b>Salaries Total</b>	<b>\$ 4,125,161</b>	<b>\$ 4,263,970</b>	<b>\$ 4,304,986</b>	<b>\$ 4,763,683</b>	<b>\$ 4,811,418</b>	<b>\$ 4,811,418</b>
<b>Benefits</b>						
Comp Absence Escrow	-	54,531	-	54,531	54,531	54,531
Unemployment Benefits	596	-	2,529	-	-	-
Health Insurance Benefit	658,770	746,017	690,330	738,062	792,747	792,747
Wage Insurance Benefit	13,212	13,674	11,520	11,509	11,509	11,509
IATSE Health Benefit	48,779	21,780	57,000	21,780	21,780	21,780
WRS	235,399	252,947	259,232	272,088	278,763	278,763
FICA Medicare Benefits	298,589	286,334	311,436	311,342	311,718	311,718
Licenses & Certifications	1,884	-	-	-	-	-
Post Employment Health Plans	23,580	23,933	25,036	26,287	26,287	26,287
<b>Benefits Total</b>	<b>\$ 1,280,810</b>	<b>\$ 1,399,216</b>	<b>\$ 1,357,082</b>	<b>\$ 1,435,600</b>	<b>\$ 1,497,336</b>	<b>\$ 1,497,336</b>

**Monona Terrace Comm Conv Ctr**

**Function: Public Facilities**

*Line Item Detail*

**Agency Primary Fund:** Convention Center

	2022 Actual	2023 Adopted	2023 Projected	2024 Request	2024 Executive	2024 Adopted
<b>Supplies</b>						
Office Supplies	9,962	14,044	10,700	11,044	11,044	11,044
Copy Printing Supplies	2,054	2,500	2,054	2,500	2,500	2,500
Hardware Supplies	3,236	8,500	3,236	1,500	1,500	1,500
Software Lic & Supplies	15,528	11,720	15,528	11,720	11,720	11,720
Postage	5,639	7,650	4,284	7,650	7,650	7,650
Books & Subscriptions	706	650	290	450	450	450
Work Supplies	36,481	47,868	25,000	34,858	34,858	34,858
Janitorial Supplies	56,080	64,000	52,154	62,000	62,000	62,000
Safety Supplies	937	5,000	937	2,000	2,000	2,000
Uniform Clothing Supplies	3,225	5,900	3,225	6,400	6,400	6,400
Food And Beverage	12,531	21,895	12,907	23,875	23,875	23,875
Building Supplies	21,193	36,017	27,975	34,017	34,017	34,017
Electrical Supplies	22,686	35,103	25,522	35,103	35,103	35,103
HVAC Supplies	12,529	20,000	12,975	20,000	20,000	20,000
Plumbing Supplies	13,277	12,000	11,345	10,000	10,000	10,000
Trees Shrubs Plants	7,781	10,000	5,920	10,000	10,000	10,000
Equipment Supplies	529,648	59,112	59,112	76,112	76,112	76,112
Inventory	58,417	87,100	87,100	86,900	86,900	86,900
<b>Supplies Total</b>	<b>\$ 811,912</b>	<b>\$ 449,059</b>	<b>\$ 360,264</b>	<b>\$ 436,129</b>	<b>\$ 436,129</b>	<b>\$ 436,129</b>
<b>Purchased Services</b>						
Natural Gas	8,181	8,000	10,000	9,000	9,000	9,000
Fuel Oil	1,770	4,000	1,770	4,500	4,500	4,500
Electricity	397,640	350,000	384,097	380,000	380,000	380,000
Water	47,377	50,000	54,484	55,000	55,000	55,000
Steam	217,831	200,000	200,000	200,000	200,000	200,000
Telephone	11,997	10,000	8,919	10,000	10,000	10,000
Cellular Telephone	6,472	5,000	6,472	5,000	5,000	5,000
Building Improv Repair Maint	174,279	105,000	134,000	90,000	90,000	90,000
Waste Disposal	59,078	40,000	59,078	55,000	55,000	55,000
Pest Control	1,980	2,800	2,500	3,000	3,000	3,000
Elevator Repair	67,804	100,000	69,614	95,000	95,000	95,000
Facility Rental	-	30,000	27,298	30,000	30,000	30,000
Landscaping	12,301	25,000	16,047	20,000	20,000	20,000
Comm Device Mntc	79,635	80,000	80,000	60,000	60,000	60,000
Equipment Mntc	31,088	42,208	31,088	37,208	37,208	37,208
System & Software Mntc	19,652	9,450	19,652	9,450	9,450	129,450
Rental Of Equipment	73,172	68,500	68,500	68,000	68,000	68,000
Recruitment	163	500	202	300	300	300
Mileage	-	200	-	150	150	150
Conferences & Training	8,238	27,300	7,802	26,670	26,670	26,670
Memberships	9,310	8,715	9,310	8,555	8,555	8,555
Uniform Laundry	61,121	80,000	61,121	80,000	80,000	80,000
Audit Services	4,000	4,000	4,000	4,000	4,000	4,000
Credit Card Services	70,609	70,000	70,000	75,000	75,000	75,000
Delivery Freight Charges	-	600	140	400	400	400
Storage Services	395	400	400	500	500	500
Management Services	82,035	90,000	91,470	90,000	90,000	90,000
Consulting Services	21,746	27,500	55,419	32,500	32,500	32,500
Advertising Services	140,919	234,726	140,919	235,986	235,986	235,986
Printing Services	1,668	11,900	1,668	12,550	12,550	12,550
Security Services	69,127	75,000	69,127	75,000	75,000	75,000
Catering Vending Services	4,173,420	5,000,000	4,972,105	5,000,000	5,000,000	5,000,000
Other Services & Expenses	183,643	144,300	183,643	144,300	144,300	144,300
Permits & Licenses	4,895	6,500	4,895	4,500	4,500	4,500
<b>Purchased Services Total</b>	<b>\$ 6,041,546</b>	<b>\$ 6,911,599</b>	<b>\$ 6,845,739</b>	<b>\$ 6,921,569</b>	<b>\$ 6,921,569</b>	<b>\$ 7,041,569</b>
<b>Debt Othr Financing</b>						
Interest	28,735	-	21,930	-	-	-
Interest Leases	2,908	-	-	-	-	-
Lease Amortization	28,161	-	-	-	-	-
Fund Balance Generated	-	-	269,998	-	-	-
<b>Debt Othr Financing Total</b>	<b>\$ 59,804</b>	<b>\$ -</b>	<b>\$ 291,927</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>

Line Item Detail

Agency Primary Fund: Convention Center

	2022 Actual	2023 Adopted	2023 Projected	2024 Request	2024 Executive	2024 Adopted
Inter Depart Charges						
ID Charge From Attorney	64,192	48,256	48,256	31,211	33,147	33,147
ID Charge From Civil Rights	16,589	16,527	16,527	18,432	19,573	19,573
ID Charge From Finance	59,417	63,664	63,664	48,546	51,555	51,555
ID Charge From Human Resources	93,770	98,265	98,265	49,884	52,981	52,981
ID Charge From Information Tec	65,215	92,449	92,449	147,823	153,582	153,582
ID Charge From Mayor	28,791	29,851	29,851	32,362	34,371	34,371
ID Charge from EAP	6,121	11,391	11,391	10,820	11,491	11,491
ID Charge From Fleet Services	3,914	2,749	2,749	2,709	2,738	2,738
ID Charge From Streets	-	10,000	10,000	10,000	10,000	10,000
ID Charge From Insurance	101,633	95,813	95,813	109,672	109,672	109,672
ID Charge From Workers Comp	29,104	25,363	25,363	37,422	37,422	37,422
<b>Inter Depart Charges Total</b>	<b>\$ 468,746</b>	<b>\$ 494,328</b>	<b>\$ 494,328</b>	<b>\$ 498,880</b>	<b>\$ 516,532</b>	<b>\$ 516,532</b>
Transfer Out						
Transfer Out To General	338,200	338,200	338,200	338,200	338,200	338,200
Transfer Out To Debt Service	-	56,941	56,941	56,941	56,941	59,880
<b>Transfer Out Total</b>	<b>\$ 338,200</b>	<b>\$ 395,141</b>	<b>\$ 395,141</b>	<b>\$ 395,141</b>	<b>\$ 395,141</b>	<b>\$ 398,080</b>

**Monona Terrace Comm Conv Ctr**

**Function: Public Facilities**

*Position Summary*

Classification	CG	2023 Budget Adopted		Request		2024 Budget Executive		Adopted	
		FTEs	Amount	FTEs	Amount	FTEs	Amount	FTEs	Amount
ACCT TECH 2-20	20	2.00	118,017	2.00	131,565	2.00	132,840	2.00	132,840
ADMIN ASST-20	20	-	-	1.00	71,435	1.00	72,127	1.00	72,127
ADMIN CLK 1-20	20	3.00	174,936	2.00	120,857	2.00	122,029	2.00	122,029
COMM EVENTS COORD-18	18	1.00	72,133	1.00	77,695	1.00	78,449	1.00	78,449
CUSTODIAL WKR 2-16	16	5.00	285,088	5.00	307,620	5.00	310,602	5.00	310,602
CUSTODIAL WKR 2-16 PT	16	0.50	50,656	0.50	54,075	0.50	54,600	0.50	54,600
FACILITY MAINT WKR-16	16	2.00	125,061	2.00	123,365	2.00	124,561	2.00	124,561
GARDENER-16	16	1.00	64,829	1.00	69,205	1.00	69,876	1.00	69,876
IT SPEC 2-18	18	1.00	61,626	1.00	67,660	1.00	68,316	1.00	68,316
IT SPEC 3-18	18	1.00	101,152	1.00	108,961	1.00	110,018	1.00	110,018
M.T. ASSOC DIRECTOR-18	18	2.00	226,275	2.00	241,548	2.00	243,890	2.00	243,890
M.T. ASST OPERATIONS MGR-18	18	-	-	1.00	87,672	1.00	88,522	1.00	88,522
M.T. ASST OPERATIONS SUPV-18	18	1.00	78,241	-	-	-	-	-	-
M.T. BLDG MAINT SUPV-18	18	1.00	83,645	1.00	89,291	1.00	90,157	1.00	90,157
M.T. BOOKING COORD-20	20	1.00	66,383	1.00	71,503	1.00	72,196	1.00	72,196
M.T. COM.REL.SUPV-18	18	1.00	83,645	1.00	91,970	1.00	92,861	1.00	92,861
M.T. COMMAND CTR OPER-16	16	4.00	251,789	4.00	269,998	4.00	272,616	4.00	272,616
M.T. DIRECTOR-21	21	1.00	144,205	1.00	153,939	1.00	155,431	1.00	155,431
M.T. EVENT COORD-20	20	3.00	193,634	3.00	206,704	3.00	208,708	3.00	208,708
M.T. EVENT SERVS MGR-18	18	1.00	84,931	1.00	90,664	1.00	91,543	1.00	91,543
M.T. GIFT SHOP MGR-18	18	1.00	78,241	1.00	83,522	1.00	84,332	1.00	84,332
M.T. OPER LDWKR-16	16	4.00	256,316	4.00	274,257	4.00	276,916	4.00	276,916
M.T. OPERATIONS MGR-18	18	1.00	93,682	1.00	100,006	1.00	100,975	1.00	100,975
M.T. OPERS WKR-16	16	6.00	337,187	6.00	362,783	6.00	366,300	6.00	366,300
M.T. SALES ASSOC-19	19	2.00	125,954	2.00	136,274	2.00	137,595	2.00	137,595
M.T. SALES MGR-19	19	1.00	94,388	1.00	100,759	1.00	101,736	1.00	101,736
M.T. TECH SERVS SPEC 1-16	16	1.00	71,448	-	-	-	-	-	-
M.T. TECH SERVS SPEC 2-16	16	-	-	1.00	78,547	1.00	79,308	1.00	79,308
M.T. VOL/TOUR COORD-18	18	1.00	74,919	1.00	79,976	1.00	80,752	1.00	80,752
MAINT MECH 1-16	16	2.00	134,281	2.00	145,052	2.00	146,459	2.00	146,459
MAINT MECH 1-16 PT	16	0.50	60,028	0.50	64,079	0.50	64,700	0.50	64,700
MAINT MECH 2-16	16	1.00	63,138	1.00	70,997	1.00	71,685	1.00	71,685
MKTG/COMMUN SPEC-18	18	1.00	72,602	1.00	77,503	1.00	78,254	1.00	78,254
QI & OPER MGR-18	18	1.00	102,072	1.00	109,943	1.00	111,009	1.00	111,009
SALES CLERK-20 PT	20	1.00	46,135	1.00	51,112	1.00	51,608	1.00	51,608
		<b>55.00</b>	<b>\$3,876,636</b>	<b>55.00</b>	<b>\$4,170,538</b>	<b>55.00</b>	<b>\$4,210,970</b>	<b>55.00</b>	<b>\$4,210,970</b>

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.