

Monona Terrace Comm Conv Ctr

Agency Budget by Fund

Fund	2021 Actual	2022 Adopted	2022 Actual	2023 Adopted	2024 C2C	2024 Request
Convention Center	10,097,373	13,311,155	13,126,179	13,913,314	14,475,440	14,451,002
Total	10,097,373	13,311,155	13,126,179	13,913,314	14,475,440	14,451,002

Agency Budget by Service

Service	2021 Actual	2022 Adopted	2022 Actual	2023 Adopted	2024 C2C	2024 Request
Community Convention Center	10,097,373	13,311,155	13,126,179	13,913,314	14,475,440	14,451,002
Total	10,097,373	13,311,155	13,126,179	13,913,314	14,475,440	14,451,002

Agency Budget by Major-Revenue

Major Revenue	2021 Actual	2022 Adopted	2022 Actual	2023 Adopted	2024 C2C	2024 Request
Charges For Services	(2,748,797)	(8,918,600)	(8,360,762)	(8,734,200)	(8,734,200)	(9,022,625)
Invest Other Contrib	(0)	(23,700)	(1)	(23,700)	(23,700)	(23,700)
Misc Revenue	(158,371)	(139,800)	(110,772)	(139,800)	(139,800)	(139,800)
Other Finance Source	-	(266,955)	(504,072)	(189,889)	(752,015)	(439,152)
Transfer In	(7,190,205)	(3,962,100)	(4,150,573)	(4,825,725)	(4,825,725)	(4,825,725)
Total	(10,097,373)	(13,311,155)	(13,126,179)	(13,913,314)	(14,475,440)	(14,451,002)

Agency Budget by Major-Expense

Major Expense	2021 Actual	2022 Adopted	2022 Actual	2023 Adopted	2024 C2C	2024 Request
Salaries	3,072,680	3,848,975	4,125,161	4,263,970	4,750,940	4,763,683
Benefits	1,112,865	1,329,464	1,280,810	1,399,216	1,435,600	1,435,600
Supplies	333,834	418,019	811,912	449,059	449,059	436,129
Purchased Services	2,337,606	6,838,349	6,041,546	6,911,599	6,945,799	6,921,569
Debt Othr Financing	2,389,532	-	59,804	-	-	-
Inter Depart Charges	512,655	485,322	468,746	494,328	498,901	498,880
Transfer Out	338,200	391,026	338,200	395,141	395,141	395,141
Total	10,097,373	13,311,155	13,126,179	13,913,314	14,475,440	14,451,002



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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

TO: Mayor Satya Rhodes-Conway
FROM: Connie Thompson, Executive Director
DATE: July 21, 2023
SUBJECT: 2024 Operating Budget Transmittal Memo
CC: Deputy Mayors; Finance Director, Budget & Program Evaluation Staff

Goals of Agency's Operating Budget

Operating budget requests should be informed by agency work plans and enable your agency to complete its core activities. What are the key goals of your agency's work plan and how will your budget request support your work plan? How do you use data and indicators to determine whether your agency is meeting its goals?

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

Monona Terrace creates monthly financial reports to assess our progress in meeting goals, attempting to stay within budgetary amounts, and providing updates to our managers and the Monona Terrace Board of Directors.

Our Core Mission is to:

- 1. Deliver an exceptional and inspirational customer experience**
- 2. Optimize revenue sources and dollars**
- 3. Pursue optimal operating efficiency and sustainability**
- 4. Achieve service excellence**
- 5. Serve our community by supporting diversity, equity and inclusion**

Enterprise Agencies

Describe any changes in revenue projections for 2024 compared to your 2023 adopted budget. Are you anticipating any major changes to services based on revenues?

Our 2024 Building revenue is currently forecast to be \$4,186,125, an increase of \$288,425 from the 2023 adopted revenue budget of \$3,897,700. This is significant, as Monona Terrace is also scheduled to be closed for more than 3 weeks in January 2024 for our 10-year renovations.

Monona Terrace's 2024 Operating Expense request is currently \$537,689 higher than the adopted 2023 Operating budget. This is primarily due to a significant increase in permanent salaries (due to open positions planned on being filled in 2024, and several wage increases), and a nearly \$82,000 increase in Benefits.

If you are projecting revenue shortfalls, what expenditure reductions are you proposing to meet available revenues?



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As directed by the City Finance Department, our Room Tax request is currently at the same level as our 2023 Adopted Budget - \$4,825,725. This results in a deficit of \$439,152, which is currently in our "Fund Balance Applied" account. This is primarily due to the increase in permanent salaries and benefits, as our staff have kept their requests for 2024 Purchased Supplies and Purchased Services very close to our 2023 adopted budget.

Reallocations and Other Changes (if applicable)

Agencies are given flexibility to propose net neutral reallocations to their Cost to Continue budget. Reallocations can be proposed to align budget to actuals, reflect changes in activities, or test innovative approaches to service delivery.

Changes of \$10,000 or more at the Major – Service level must be explained in your Service-level proposal form. For this memo, provide a brief summary of your proposed reallocations or any other significant changes to your Services. Explain why the changes are needed in 2024 and if the reallocations align with your Department Equity Action Plan or other equity goals.

Service Changes - Official Request

The table below summarizes the Agency request compared to cost-to-continue. Data is based on the line item budget entered in Munis Central Budget. The table is organized by Fund, Service, and Major Expenditure/ Revenue category.

Projection Number	(Multiple Items)
	80 - MONONA
	TERRACE COMM
Segment 3	CONV CTR

Fund/Service/Major	Cost to Continue (C2C)	Request	Change: Request v. C2C
2140 - CONVENTION CENTER	\$0	\$0	\$0
801 - COMMUNITY			
CONVENTION CENTER	\$0	\$0	\$0
42 - INTERGOV REVENUES	\$0	\$0	\$0
43 - CHARGES FOR SERVICES	-\$8,734,200	-\$9,022,625	-\$288,425
46 - INVEST OTHER CONTRIB	-\$23,700	-\$23,700	\$0
47 - MISC REVENUE	-\$139,800	-\$139,800	\$0
48 - OTHER FINANCE SOURCE	-\$752,015	-\$439,152	\$312,863
49 - TRANSFER IN	-\$4,825,725	-\$4,825,725	\$0
51 - SALARIES	\$4,750,940	\$4,763,683	\$12,743
52 - BENEFITS	\$1,435,600	\$1,435,600	\$0
53 - SUPPLIES	\$449,059	\$436,129	-\$12,930
54 - PURCHASED SERVICES	\$6,945,799	\$6,921,569	-\$24,230
56 - DEBT OTHR FINANCING	\$0	\$0	\$0
57 - INTER DEPART CHARGES	\$498,901	\$498,880	-\$21
59 - TRANSFER OUT	\$395,141	\$395,141	\$0

2024 Operating Budget Service Budget Proposal Form

Instructions: Complete one form per Service. When saving the file, add the Agency and Service name to the file name. Submit by saving a copy of the proposal form in you F:/Common Drive Folder.

Part 1. Identifying Information	
Select your Agency:	MONONA TERRACE COMM CONV CTR
Enter your Service:	Community Convention Center
Review the "Service Description" in the 2023 Adopted Budget . Do you have any updates?	
<input checked="" type="checkbox"/> No – No change to description <input type="checkbox"/> Yes – Description needs to be updated	
<i>If yes, enter updated Service Description here:</i>	
Click or tap here to enter text.	
Review the "Activities Performed by Service" in the 2023 Adopted Budget . Do you have any updates?	
<input checked="" type="checkbox"/> No – No change to activities <input type="checkbox"/> Yes – Activities need to be updated	
<i>If yes, enter updated Activities Performed by Service here:</i>	
Click or tap here to enter text.	

Part 2. Base Budget Proposal: Significant Changes (\$10,000 or more)
<p>Agencies can propose net neutral reallocations within their budget, but must explain changes of \$10,000 or more at the Service and/or Major level.</p> <p>Examples of changes that do need to be detailed:</p> <ul style="list-style-type: none"> Moving \$10,000+ within a Service from one Major to another Major Moving \$10,000+ within a Major from one Service to another Service <p>Examples of changes that do not need to be detailed:</p> <ul style="list-style-type: none"> Total changes of less than \$10,000 at the Major and Service level. Object level changes do not need additional justification if the net change to the Major is less than \$10,000. For example, if you propose moving \$15,000 from Consulting to Software within the Purchased Services Major, you do not need to detail the change if it is within the same Service. <p>If your proposed changes are a technical correction to your base budget, you can simply state that the change is a correction/ adjustment in the narrative questions below.</p>

Summary Table of Service and/or Major Changes of \$10,000 or More

Complete the table below to detail changes at the Service and/or Major level and answer the narrative questions to describe your changes. **If you have no significant changes, skip this section**

Fund	Major	\$ Change	Description
2140 - CONVENTION CENTER	53 - SUPPLIES	-12,930	Monona Terrace managers were asked to submit their 2024 requests, and Purchased Supplies came in lower than our 2023 adopted budget.
2140 - CONVENTION CENTER	51 - SALARIES	441,769	Wages increases, and several positions that were held open in 2023 are anticipated to be filled in 2024.
2140 - CONVENTION CENTER	52 - BENEFITS	81,585	Increase in benefits due to anticipated increases in WRS and health insurance premiums.
2140 - CONVENTION CENTER	51 - SALARIES	16,500	With increase in events, hourly wages were requested to increase a net amount of \$16,500. Additionally, a \$2.50/hour retention bonus was implemented in 2023, increase the net hourly wage.
2140 - CONVENTION CENTER	43 - CHARGES FOR SERVICES	286,425	Event revenue continues to recover, both on number of events, and average revenue per event. However, Monona Terrace is closed for more than 3 weeks in January for our 10-year building renovations.
Select	Select	Enter \$.	Click or tap here to enter text.
Select	Select	Enter \$.	Click or tap here to enter text.
Select	Select	Enter \$.	Click or tap here to enter text.
Select	Select	Enter \$.	Click or tap here to enter text.
Select	Select	Enter \$.	Click or tap here to enter text.

Explain the impact of your proposed change(s). Will there be a change to current activities or service levels? Why is this change needed in the 2024 budget?

During the pandemic, several positions became vacant, and for salary savings we kept them open until our event levels recovered to the point they are needed again. With more events, and anticipated retirements, we plan to recruit and fill those positions in 2024.

Explain how your proposed change(s) will align with your draft 2023-2024 Department Equity Action Plan. Will the change(s) address specific inequities or advance other equity goals? Is the change related to a Neighborhood Resource Team (NRT) recommendation? Be as specific as possible.

Filling positions that have been vacant since 2020 will give Monona Terrace the opportunity to recruit and potentially hire a more diverse workforce.

Part 3. Supplemental Requests

Agencies may submit up to one (1) supplemental request to address citywide priorities or urgent needs. Before submitting a supplemental request, agencies should first examine whether they can address their needs through reallocations within the base budget or by implementing operational efficiencies. **If you are not submitting a supplemental request, skip this section.**

Describe your supplemental proposal. What citywide priority or urgent need does the proposal address? What data informed your proposal?

Click or tap here to enter text.

Estimated Costs:

- Personnel: \$Click or tap here to enter text.
- Non-Personnel: \$Click or tap here to enter text.
- Explain the assumptions you used to estimate costs: Click or tap here to enter text.

What efforts have you taken to reallocate resources, identify process improvements, or implement other operational efficiencies prior to submitting this request?

Click or tap here to enter text.

If funded, what performance measures will you track to determine whether the additional funding is meeting the stated goals?

Click or tap here to enter text.

Explain how your proposed change(s) will align with your draft 2023-2024 Department Equity Action Plan. Will the change(s) address specific inequities or advance other equity goals? Is the change related to a Neighborhood Resource Team (NRT) recommendation? Be as specific as possible.

Click or tap here to enter text.

Part 4. Personnel Changes

All proposed personnel change must be submitted for review, even if the change is net neutral. Agencies should contact their HR Analyst to discuss proposed changes prior to submitting their request. Any proposal that adds a completely new position (i.e. a position that does not have an existing classification) must include a draft job description.

If the proposed personnel changes require supplemental funding, be sure to complete "Part 3. Supplemental Request" above. **If you are not submitting personnel changes, skip this section.**

Allocation Changes: Does your proposal change the position allocations of existing positions?

- No – No allocation changes
 Yes – Includes proposed allocation changes

If yes, complete the "Position Allocation Change Form" and submit as part of your proposal.

Reclassifications: Does your proposal reclassify existing positions?

- No – No reclassifications
- Yes – Includes proposed reclassifications

If yes, provide the position number and briefly describe the change:
Click or tap here to enter text.

of FTEs: Does your proposal change the total number of FTE positions for an existing classification?

- No – No change to # of FTEs
- Yes – Includes proposed change to # of FTEs

If yes, provide the position classification and briefly describe the change:
Click or tap here to enter text.

New Positions: Does your proposal create a new position? (i.e. position with no existing classification)

- No – No new positions
- Yes – Includes proposed new positions

If yes, submit a draft position description with your proposal and briefly describe the change here:
Click or tap here to enter text.

Explain the impact of your proposed personnel change(s). Will there be a change to current activities or service levels? Why is this change needed in the 2024 budget?

Click or tap here to enter text.

Explain how your proposed personnel change(s) will align with your draft Department Equity Action Plan. Will the change(s) address specific inequities or advance other equity goals?

Click or tap here to enter text.