

Monona Terrace

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.

Budget Service Changes

As part of the 2025 budget process, all agencies evaluated the budget service structure and had the opportunity to propose updates to services. Monona Terrace's 2025 budget service structure is the same as the 2024 budget. Since there were no changes, the budget does show a full history at the service level. The budget includes the following service:

- Community Convention Center

2025 Budget Highlights

Service: Community Convention Center

- Assumes facility rental revenues of \$4.2 million, which is a \$155,700 increase from the 2024 Adopted Budget.
- Keeps the Room Tax net operating subsidy the same as 2024 at \$5.4 million.
- Includes position changes that result in a .5 FTE decrease in authorized positions and \$76,100 in salary savings:
 - Eliminates an Associate Director position (Reduction: \$135,000)
 - Reclasses a 1.0 FTE Operations Manager and 1.0 FTE Gift Shop Manager to 2.0 FTE QI & Oper Manager positions. Duties of the eliminated Associate Director position will be allocated to these two reclassified positions. (Increase: \$26,000)
 - Creates a .5 FTE Gift Shop Sales Clerk position (Increase: \$32,900)
- Premium pay increased \$29,500 to adequately account for sales staff quarterly incentives.

Monona Terrace Comm Conv CtrFunction: **Public Facilities***Budget Overview*

Agency Budget by Fund

Fund	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive	2025 Adopted
Convention Center	16,123,666	14,701,064	14,959,827	14,922,506	14,854,825	14,854,825
Total	\$ 16,123,666	\$ 14,701,064	\$ 14,959,827	\$ 14,922,506	\$ 14,854,825	\$ 14,854,825

Agency Budget by Service

Service	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive	2025 Adopted
Community Convention Center	16,123,666	14,701,064	14,959,827	14,922,506	14,854,825	14,854,825
Total	\$ 16,123,666	\$ 14,701,064	\$ 14,959,827	\$ 14,922,506	\$ 14,854,825	\$ 14,854,825

Agency Budget by Major-Revenue

Major Revenue	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive	2025 Adopted
Charges For Services	(9,709,884)	(9,142,625)	(9,388,426)	(9,299,325)	(9,299,325)	(9,299,325)
Invest Other Contrib	(7)	(23,700)	-	(23,700)	(23,700)	(23,700)
Misc Revenue	(93,561)	(139,800)	(90,000)	(139,800)	(139,800)	(139,800)
Other Finance Source	(938,154)	(2,939)	(89,401)	(67,681)	-	-
Transfer In	(5,382,060)	(5,392,000)	(5,392,000)	(5,392,000)	(5,392,000)	(5,392,000)
Total	\$ (16,123,666)	\$ (14,701,064)	\$ (14,959,827)	\$ (14,922,506)	\$ (14,854,825)	\$ (14,854,825)

Agency Budget by Major-Expense

Major Expense	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive	2025 Adopted
Salaries	4,591,878	4,811,418	5,047,287	4,975,130	4,902,981	4,902,981
Benefits	1,393,703	1,497,336	1,537,101	1,475,574	1,540,212	1,540,212
Supplies	2,288,729	436,129	407,340	438,129	438,129	438,129
Purchased Services	6,906,932	7,041,569	7,053,486	7,041,269	7,041,269	7,041,269
Debt Othr Financing	96,407	-	-	-	-	-
Inter Depart Charges	507,818	516,532	516,532	594,324	594,034	594,034
Transfer Out	338,200	398,080	398,080	398,080	338,200	338,200
Total	\$ 16,123,666	\$ 14,701,064	\$ 14,959,827	\$ 14,922,506	\$ 14,854,825	\$ 14,854,825

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

	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive	2025 Adopted
General	-	-	-	-	-	-
Other-Expenditures	16,123,666	14,701,064	14,959,827	14,922,506	14,854,825	14,854,825
Total	\$ 16,123,666	\$ 14,701,064	\$ 14,959,827	\$ 14,922,506	\$ 14,854,825	\$ 14,854,825

Service Budget by Account Type

	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive	2025 Adopted
Revenue	(16,123,666)	(14,701,064)	(14,959,827)	(14,922,506)	(14,854,825)	(14,854,825)
Personnel	5,985,581	6,308,754	6,584,389	6,450,704	6,443,193	6,443,193
Non-Personnel	9,630,267	7,875,778	7,858,907	7,877,478	7,817,598	7,817,598
Agency Charges	507,818	516,532	516,532	594,324	594,034	594,034
Total	\$ 0	\$ 0	\$ 0	(0) \$	(0) \$	(0)

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Function: Public Facilities

Line Item Detail

Agency Primary Fund: Convention Center

	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive	2025 Adopted
Charges For Services						
Catering Concessions	(4,949,619)	(5,000,000)	(5,000,000)	(5,000,000)	(5,000,000)	(5,000,000)
Facility Rental	(4,647,266)	(4,012,625)	(4,258,426)	(4,168,325)	(4,168,325)	(4,168,325)
Gift Shop Sales	(103,861)	(120,000)	(120,000)	(120,000)	(120,000)	(120,000)
Building Tours	(9,138)	(10,000)	(10,000)	(11,000)	(11,000)	(11,000)
Charges For Services Total	\$ (9,709,884)	\$ (9,142,625)	\$ (9,388,426)	\$ (9,299,325)	\$ (9,299,325)	\$ (9,299,325)
Invest Other Contrib						
Interest	(7)	-	-	-	-	-
Contributions & Donations	-	(23,700)	-	(23,700)	(23,700)	(23,700)
Invest Other Contrib Total	\$ (7)	\$ (23,700)	\$ -	\$ (23,700)	\$ (23,700)	\$ (23,700)
Misc Revenue						
Miscellaneous Revenue	(93,561)	(139,800)	(90,000)	(139,800)	(139,800)	(139,800)
Misc Revenue Total	\$ (93,561)	\$ (139,800)	\$ (90,000)	\$ (139,800)	\$ (139,800)	\$ (139,800)
Other Finance Source						
Fund Balance Applied	(938,154)	(2,939)	(89,401)	(67,681)	-	-
Other Finance Source Total	\$ (938,154)	\$ (2,939)	\$ (89,401)	\$ (67,681)	\$ -	\$ -
Transfer In						
Transfer In From General	(58,302)	-	-	-	-	-
Transfer In From Other Restrict	(5,323,759)	(5,392,000)	(5,392,000)	(5,392,000)	(5,392,000)	(5,392,000)
Transfer In Total	\$ (5,382,060)	\$ (5,392,000)	\$ (5,392,000)	\$ (5,392,000)	\$ (5,392,000)	\$ (5,392,000)
Salaries						
Permanent Wages	3,517,079	4,210,970	3,782,155	4,351,782	4,351,782	4,351,782
Salary Savings	-	(41,705)	-	(43,518)	(178,509)	(178,509)
Pending Personnel	-	7,303	-	-	58,866	58,866
Premium Pay	43,908	22,050	60,000	51,550	51,550	51,550
Workers Compensation Wages	2,306	-	-	-	-	-
Compensated Absence	59,734	45,201	78,000	37,716	37,716	37,716
Hourly Wages	767,892	536,000	894,000	546,000	549,976	549,976
Overtime Wages Permanent	48,533	31,600	55,154	31,600	31,600	31,600
Overtime Wages Hourly	152,426	-	177,979	-	-	-
Salaries Total	\$ 4,591,878	\$ 4,811,418	\$ 5,047,287	\$ 4,975,130	\$ 4,902,981	\$ 4,902,981
Benefits						
Comp Absence Escrow	-	54,531	54,531	54,531	54,531	54,531
Unemployment Benefits	5,846	-	4,563	-	-	-
Health Insurance Benefit	672,057	792,747	708,543	738,348	801,573	801,573
Wage Insurance Benefit	11,635	11,509	11,333	10,710	10,710	10,710
IATSE Health Benefit	71,278	21,780	84,000	21,780	21,780	21,780
WRS	269,346	278,763	286,345	296,505	298,651	298,651
FICA Medicare Benefits	338,505	311,718	359,205	323,403	322,670	322,670
Post Employment Health Plans	25,036	26,287	28,582	30,297	30,297	30,297
Benefits Total	\$ 1,393,703	\$ 1,497,336	\$ 1,537,101	\$ 1,475,574	\$ 1,540,212	\$ 1,540,212

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Function: Public Facilities

Line Item Detail

Agency Primary Fund: Convention Center

	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive	2025 Adopted
Supplies						
Office Supplies	16,241	11,044	16,241	12,544	12,544	12,544
Copy Printing Supplies	2,582	2,500	2,582	2,500	2,500	2,500
Hardware Supplies	38,492	1,500	10,000	1,500	1,500	1,500
Software Lic & Supplies	21,456	11,720	29,100	11,720	11,720	11,720
Postage	5,736	7,650	5,000	6,150	6,150	6,150
Books & Subscriptions	422	450	450	450	450	450
Work Supplies	29,070	34,858	38,000	34,858	34,858	34,858
Janitorial Supplies	58,625	62,000	58,625	62,000	62,000	62,000
Safety Supplies	2,469	2,000	2,469	2,000	2,000	2,000
Uniform Clothing Supplies	4,734	6,400	4,500	6,400	6,400	6,400
Food And Beverage	15,217	23,875	24,755	25,875	25,875	25,875
Building Supplies	1,365,872	34,017	34,017	34,017	34,017	34,017
Electrical Supplies	46,881	35,103	22,000	35,103	35,103	35,103
HVAC Supplies	481,627	20,000	45,000	20,000	20,000	20,000
Plumbing Supplies	10,568	10,000	13,000	10,000	10,000	10,000
Trees Shrubs Plants	8,435	10,000	5,500	10,000	10,000	10,000
Equipment Supplies	125,123	76,112	45,102	76,112	76,112	76,112
Inventory	55,180	86,900	51,000	86,900	86,900	86,900
Supplies Total	\$ 2,288,729	\$ 436,129	\$ 407,340	\$ 438,129	\$ 438,129	\$ 438,129
Purchased Services						
Natural Gas	6,874	9,000	7,700	9,000	9,000	9,000
Fuel Oil	99	4,500	99	4,500	4,500	4,500
Electricity	403,145	380,000	410,750	390,000	390,000	390,000
Water	65,958	55,000	76,912	65,000	65,000	65,000
Steam	151,839	200,000	200,000	200,000	200,000	200,000
Telephone	12,349	10,000	8,050	10,000	10,000	10,000
Cellular Telephone	6,101	5,000	6,489	5,000	5,000	5,000
Building Improv Repair Maint	143,446	90,000	142,000	90,000	90,000	90,000
Waste Disposal	58,650	55,000	55,000	55,000	55,000	55,000
Pest Control	2,280	3,000	5,100	3,000	3,000	3,000
Elevator Repair	87,142	95,000	78,000	95,000	95,000	95,000
Facility Rental	-	30,000	27,844	30,000	30,000	30,000
Landscaping	16,785	20,000	16,785	20,000	20,000	20,000
Comm Device Mntc	50,538	60,000	50,538	60,000	60,000	60,000
Equipment Mntc	52,045	37,208	41,000	37,208	37,208	37,208
System & Software Mntc	18,904	129,450	107,284	104,450	104,450	104,450
Rental Of Equipment	126,526	68,000	68,000	68,000	68,000	68,000
Recruitment	1,043	300	481	1,000	1,000	1,000
Mileage	-	150	-	150	150	150
Conferences & Training	21,225	26,670	21,225	21,920	21,920	21,920
Memberships	11,714	8,555	11,714	9,005	9,005	9,005
Uniform Laundry	49,398	80,000	46,000	80,000	80,000	80,000
Audit Services	4,000	4,000	4,000	4,000	4,000	4,000
Credit Card Services	83,941	75,000	86,000	80,000	80,000	80,000
Delivery Freight Charges	208	400	208	400	400	400
Storage Services	440	500	500	500	500	500
Management Services	94,301	90,000	91,350	90,000	90,000	90,000
Consulting Services	80,485	32,500	49,513	32,500	32,500	32,500
Advertising Services	204,866	235,986	240,986	238,726	238,726	238,726
Printing Services	1,305	12,550	6,337	12,550	12,550	12,550
Security Services	83,621	75,000	83,621	75,000	75,000	75,000
Catering Vending Services	4,949,619	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000
Other Services & Expenses	117,560	144,300	110,000	144,860	144,860	144,860
Permits & Licenses	525	4,500	-	4,500	4,500	4,500
Purchased Services Total	\$ 6,906,932	\$ 7,041,569	\$ 7,053,486	\$ 7,041,269	\$ 7,041,269	\$ 7,041,269
Debt Othr Financing						
Interest	65,565	-	-	-	-	-
Interest Leases	2,681	-	-	-	-	-
Lease Amortization	28,161	-	-	-	-	-
Debt Othr Financing Total	\$ 96,407	\$ -	\$ -	\$ -	\$ -	\$ -

Monona Terrace Comm Conv Ctr

Function: Public Facilities

Line Item Detail

Agency Primary Fund: Convention Center

	2023 Actual	2024 Adopted	2024 Projected	2025 Request	2025 Executive	2025 Adopted
Inter Depart Charges						
ID Charge From Attorney	48,256	33,147	33,147	51,416	51,416	51,416
ID Charge From Civil Rights	16,527	19,573	19,573	23,418	23,418	23,418
ID Charge From Finance	63,664	51,555	51,555	58,316	58,316	58,316
ID Charge From Human Resour	98,265	52,981	52,981	55,672	55,672	55,672
ID Charge From Information Te	92,449	153,582	153,582	173,940	173,940	173,940
ID Charge From Mayor	29,851	34,371	34,371	39,361	39,361	39,361
ID Charge from EAP	11,391	11,491	11,491	15,575	15,575	15,575
ID Charge From Fleet Services	16,239	2,738	2,738	8,391	8,101	8,101
ID Charge From Streets	10,000	10,000	10,000	10,000	10,000	10,000
ID Charge From Insurance	95,813	109,672	109,672	122,749	122,749	122,749
ID Charge From Workers Comp	25,363	37,422	37,422	35,486	35,486	35,486
Inter Depart Charges Total	\$ 507,818	\$ 516,532	\$ 516,532	\$ 594,324	\$ 594,034	\$ 594,034
Transfer Out						
Transfer Out To General	338,200	338,200	338,200	338,200	338,200	338,200
Transfer Out To Debt Service	-	59,880	59,880	59,880	-	-
Transfer Out Total	\$ 338,200	\$ 398,080	\$ 398,080	\$ 398,080	\$ 338,200	\$ 338,200

Monona Terrace Comm Conv Ctr

Function: Public Facilities

Position Summary

Classification	CG	2024 Budget Adopted		Request		2025 Budget Executive		Adopted	
		FTEs	Amount	FTEs	Amount	FTEs	Amount	FTEs	Amount
ACCT TECH 2-20	20	2.00	132,840	2.00	137,184	2.00	137,184	2.00	137,184
ADMIN ASST-20	20	1.00	72,127	1.00	77,594	1.00	77,594	1.00	77,594
ADMIN CLK 1-20	20	2.00	122,029	2.00	127,614	2.00	127,614	2.00	127,614
COMM EVENTS COORD-18	18	1.00	78,449	1.00	81,315	1.00	81,315	1.00	81,315
CUSTODIAL WKR 2-16	16	5.00	310,602	5.00	325,386	5.00	325,386	5.00	325,386
CUSTODIAL WKR 2-16 PT	16	0.50	54,600	0.50	57,727	0.50	57,727	0.50	57,727
FACILITY MAINT WKR-16	16	2.00	124,561	2.00	121,549	2.00	121,549	2.00	121,549
GARDENER-16	16	1.00	69,876	1.00	73,100	1.00	73,100	1.00	73,100
IT SPEC 2-18	18	1.00	68,316	1.00	72,420	1.00	72,420	1.00	72,420
IT SPEC 3-18	18	1.00	110,018	1.00	114,038	1.00	114,038	1.00	114,038
M.T. ASSOC DIRECTOR-18	18	2.00	243,890	2.00	254,955	1.00	145,158	1.00	145,158
M.T. ASST OPERATIONS MGR-18	18	1.00	88,522	1.00	91,756	1.00	91,756	1.00	91,756
M.T. BLDG MAINT SUPV-18	18	1.00	90,157	1.00	96,255	1.00	96,255	1.00	96,255
M.T. BOOKING COORD-20	20	1.00	72,196	1.00	74,834	1.00	74,834	1.00	74,834
M.T. COM.REL.SUPV-18	18	1.00	92,861	1.00	96,255	1.00	96,255	1.00	96,255
M.T. COMMAND CTR OPER-16	16	4.00	272,616	4.00	282,577	4.00	282,577	4.00	282,577
M.T. DIRECTOR-21	21	1.00	155,431	1.00	161,111	1.00	161,111	1.00	161,111
M.T. EVENT COORD-20	20	3.00	208,708	3.00	219,010	3.00	219,010	3.00	219,010
M.T. EVENT SERVS MGR-18	18	1.00	91,543	1.00	81,925	1.00	81,925	1.00	81,925
M.T. GIFT SHOP MGR-18	18	1.00	84,332	1.00	87,413	0.00	-	0.00	-
M.T. OPER LDWKR-16	16	4.00	276,916	4.00	288,377	4.00	288,377	4.00	288,377
M.T. OPERATIONS MGR-18	18	1.00	100,975	1.00	104,665	0.00	-	0.00	-
M.T. OPERS WKR-16	16	6.00	366,300	6.00	373,512	6.00	373,512	6.00	373,512
M.T. SALES ASSOC-19	19	2.00	137,595	2.00	137,238	2.00	137,238	2.00	137,238
M.T. SALES MGR-19	19	1.00	101,736	1.00	105,453	1.00	105,453	1.00	105,453
M.T. TECH SERVS SPEC 2-16	16	1.00	79,308	1.00	84,601	1.00	84,601	1.00	84,601
M.T. VOL/TOUR COORD-18	18	1.00	80,752	1.00	83,702	1.00	83,702	1.00	83,702
MAINT MECH 1-16	16	2.00	146,459	2.00	141,657	2.00	141,657	2.00	141,657
MAINT MECH 1-16 PT	16	0.50	64,700	0.50	68,405	0.50	68,405	0.50	68,405
MAINT MECH 2-16	16	1.00	71,685	1.00	76,981	1.00	76,981	1.00	76,981
MKTG/COMMUN SPEC-18	18	1.00	78,254	1.00	83,476	1.00	83,476	1.00	83,476
QI & OPER MGR-18	18	1.00	111,009	1.00	115,065	3.00	307,144	3.00	307,144
SALES CLERK-20 PT	20	1.00	51,608	1.00	54,633	1.50	79,372	1.50	79,372
		55.00	\$4,210,970	55.00	\$4,351,782	54.50	\$4,266,724	54.50	\$4,266,724

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.