

## Monona Terrace Comm Conv Ctr

### Agency Budget by Fund

Fund	2023 Actual	2024 Adopted	2024 Actual	2025 Adopted	2026 C2C	2026 Request
Convention Center	16,123,666	14,701,064	15,769,464	14,854,825	15,164,448	15,165,179
<b>Total</b>	<b>\$ 16,123,666</b>	<b>\$ 14,701,064</b>	<b>\$ 15,769,464</b>	<b>\$ 14,854,825</b>	<b>\$ 15,164,448</b>	<b>\$ 15,165,179</b>

### Agency Budget by Service

Service	2023 Actual	2024 Adopted	2024 Actual	2025 Adopted	2026 C2C	2026 Request
Community Convention Center	16,123,666	14,701,064	15,769,464	14,854,825	15,164,448	15,165,179
<b>Total</b>	<b>\$ 16,123,666</b>	<b>\$ 14,701,064</b>	<b>\$ 15,769,464</b>	<b>\$ 14,854,825</b>	<b>\$ 15,164,448</b>	<b>\$ 15,165,179</b>

### Agency Budget by Major-Revenue

Major Revenue	2023 Actual	2024 Adopted	2024 Actual	2025 Adopted	2026 C2C	2026 Request
Charges For Services	(9,709,884)	(9,142,625)	(10,307,298)	(9,299,325)	(9,608,948)	(9,609,679)
Invest Other Contrib	(7)	(23,700)	(12,655)	(23,700)	(23,700)	(23,700)
Misc Revenue	(93,561)	(139,800)	(55,484)	(139,800)	(139,800)	(139,800)
Other Finance Source	(938,154)	(2,939)	(2,027)	-	-	-
Transfer In	(5,382,060)	(5,392,000)	(5,392,000)	(5,392,000)	(5,392,000)	(5,392,000)
<b>Total</b>	<b>\$ (16,123,666)</b>	<b>\$ (14,701,064)</b>	<b>\$ (15,769,464)</b>	<b>\$ (14,854,825)</b>	<b>\$ (15,164,448)</b>	<b>\$ (15,165,179)</b>

### Agency Budget by Major-Expense

Major Expense	2023 Actual	2024 Adopted	2024 Actual	2025 Adopted	2026 C2C	2026 Request
Salaries	4,591,878	4,811,418	5,079,871	4,902,981	5,233,038	5,233,038
Benefits	1,393,703	1,497,336	1,672,955	1,540,212	1,420,156	1,420,156
Supplies	2,288,729	436,129	478,359	438,129	438,129	439,120
Purchased Services	6,906,932	7,041,569	7,196,001	7,041,269	7,041,269	7,041,009
Debt Othr Financing	96,407	-	488,527	-	-	-
Inter Depart Charges	507,818	516,532	515,551	594,034	693,656	693,656
Transfer Out	338,200	398,080	338,200	338,200	338,200	338,200
<b>Total</b>	<b>\$ 16,123,666</b>	<b>\$ 14,701,064</b>	<b>\$ 15,769,464</b>	<b>\$ 14,854,825</b>	<b>\$ 15,164,448</b>	<b>\$ 15,165,179</b>

TO: Mayor Satya Rhodes-Conway  
FROM: Connie Thompson, Executive Director  
DATE: July 17, 2025  
SUBJECT: 2026 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 your Results Madison data and indicators to determine whether your agency is meeting its goals? How are you using an evidence-based approach to evaluate whether your agency is providing core services efficiently and effectively?*

**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, staying 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

Enterprise agencies must submit a balanced budget. Enterprises do not have a set expenditure target, but all costs must be supported by agency revenues.

- Describe any changes in revenue projections for 2026 compared to your 2025 adopted budget. Are you anticipating any major changes to services based on revenues?
- If you are proposing a rate increase, how much is the estimated increase for the average household? What are the components of the increase (e.g., how much is attributable to debt service for capital projects)? What efforts have been taken to reduce expenses before proposing a rate increase? How have you considered equity and resident ability to pay?

- If you are projecting revenue shortfalls, what expenditure reductions are you proposing to meet available revenues? Those agencies that receive subsidies from other funds will need to carefully scrutinize and reduce spending levels where necessary, consistent with constraints on the funds providing the subsidy.

***Our 2026 Building revenue is currently forecast to be \$4,773,179, an increase of \$310,354 from the 2025 adopted revenue budget of \$4,462,825. Building Event Revenue increased primarily due to an increase in the number of Conventions and an increase in average revenues in several of our Event types (Banquets, Meetings, Conferences).***

***Monona Terrace's 2026 Operating Expense request is currently \$310,354 higher than the adopted 2025 Operating budget. This is primarily due to an increase in permanent salaries, the approved addition of an A/V Technician position, and an approximately \$100,000 increase in Inter-Departmental charges and Insurance costs.***

*If you are projecting revenue shortfalls, what expenditure reductions are you proposing to meet available revenues? Has your agency reviewed services and priorities to identify service activities that could be reduced or eliminated to decrease your agency's deficit?*

***As directed by the City Finance Department, our Room Tax request is currently at the same level as our 2025 Adopted Budget - \$5,392,000. With the increased of number of Conventions that are currently scheduled to be hosted, Monona Terrace is submitting a requested budget that has our projected revenues covering our budgeted expenses.***

### **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. Agencies cannot propose changes to centrally calculated salary savings and interdepartmental billings & charges. Agencies cannot propose new revenues that result from charging other agencies.*

*Changes of \$10,000 or more at the Major 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. Updated service descriptions require a new paragraph detailing the service changes. Explain why the changes are needed in 2025 and if the reallocations align with your Department Equity Action Plan or other equity goals.*

*Agencies should not submit any supplemental requests. All requests for personnel reclassifications must be submitted to Human Resources (HR) by the budget deadline. No requests for new positions will be considered.*

***Our current plan for 2026 is to continue forward with our A/V Technician position that was approved in May 2025, and hire a 50% Gift Shop Sales clerk position that was approved as part of the 2025 Operating budget, resulting in a net 1.0 position increase from our current FTE number of permanent positions.***

## 2026 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 your Common Drive Folder.

### Part 1. Identifying Information

Select your Agency:

MONONA TERRACE COMM CONV CTR

Enter your Service:

Community and Convention Center

Review the "Service Description" in the [2025 Adopted Budget](#). Do you have any updates?

☒ No – No change to description

☐ Yes – Description needs to be updated

*If yes, enter updated Service Description here:*

Click or tap here to enter text.

Review the "Activities Performed by Service" in the [2025 Adopted Budget](#). Do you have any updates?

☒ No – No change to activities

☐ Yes – Activities need to be updated

*If yes, enter updated Activities Performed by Service here:*

Click or tap here to enter text.

### Part 2. Base Budget Proposal: Significant Changes (\$10,000 or more)

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**.

Examples of changes that **do** need to be detailed:

- Moving \$10,000+ within a Service from one Major to another Major.
- Moving \$10,000+ within a Major from one Service to another Service

Examples of changes that **do not** need to be detailed:

- Total changes of less than \$10,000 at the Major and Service level.
- Object level changes 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.

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. **If you are not proposing changes to your base budget, skip this section.**

**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	43 - CHARGES FOR SERVICES	310,354	Increase in event revenue due to historical review of event averages (Banquets, Meetings, Entertainment), and an increase in number of Conventions to be held at the Convention Center in 2026.
2140 - CONVENTION CENTER	51 - SALARIES	154,950.89	Increase for anticipated COLA, and full year of an A/V Technician position that was added in 2025.
2140 - CONVENTION CENTER	52 - BENEFITS	55,050.07	Increase in WRS, Health insurance premiums, and benefits for new A/V position (see above Salaries)
2140 - CONVENTION CENTER	57 - INTER DEPART CHARGES	99,621.97	Increase in charges from other City agencies that perform duties in assistance to the Convention Center.
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 changes. Why is this needed in the 2026 budget? Will there be a change in current service levels? Will this result in operational efficiencies or savings?

There is no impact from the proposed changes, as the increase in Operating expenses will be offset by projected additional event revenue.

Explain how your proposed changes consider equity and quality of life for residents. Will the changes address specific inequities or advance other equity goals? Is this related to a Neighborhood Resource Team (NRT) recommendation? What data did you use to inform your request?

Click or tap here to enter text.

**Part 3. Personnel Changes**

Complete this section to propose changes to payroll allocations or position classifications. Standard career ladders and position studies that are already in process with HR do not need to be submitted through this form.

- If proposing a personnel change, agencies **are required** to discuss proposed changes with their HR Analyst before submitting their budget.
- If the change involves a new classification, agencies must attach a position description.

**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, you must provide the position number and briefly describe the change in the text box below.  
If the request involves a new classification, attach an updated position description.*

Click or tap here to enter text.

**# of FTEs:** Agencies may propose changes to the total number of FTEs. For General/ Library/ Fleet funds, proposed changes in FTEs must be net neutral to the target budget. For Enterprise funds, proposed changes in FTEs must be supported by agency revenues. Estimated costs must factor in salary *and* benefits. Use the [2025 Employee Compensation Calculator](#) to estimate the total costs.

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

*Provide the position classification and briefly describe the change:*

Click or tap here to enter text.

Explain the impact of your proposed personnel changes. Why is this needed in the 2026 budget? Will there be a change in current service levels? Will this result in operational efficiencies or savings?

Click or tap here to enter text.

Explain how your proposed personnel changes consider equity and quality of life for residents. Will the changes address specific inequities or advance other equity goals?

Click or tap here to enter text.