

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.

2023 Budget Highlights

Service: Community Convention Center

- Reduces budgeted salary savings as the agency plans to fill an Associate Director position held vacant since 2020. (Increase: \$117,260)
- Increases the Room Tax net operating subsidy as approved by the Room Tax Commission. (Increase: \$863,625)
- Assumes facility rental revenues of \$3.6 million, which is \$191,000 below the 2022 Adopted Budget.

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

Agency Budget by Fund

Fund	2021 Actual	2022 Adopted	2022 Projected	2023 Request	2023 Executive	2023 Adopted
Convention Center	10,097,373	13,311,155	12,162,766	13,723,424	13,907,638	13,913,314
Total	\$ 10,097,373	\$ 13,311,155	\$ 12,162,766	\$ 13,723,424	\$ 13,907,638	\$ 13,913,314

Agency Budget by Service

Service	2021 Actual	2022 Adopted	2022 Projected	2023 Request	2023 Executive	2023 Adopted
Community Convention Center	10,097,373	13,311,155	12,162,766	13,723,424	13,907,638	13,913,314
Total	\$ 10,097,373	\$ 13,311,155	\$ 12,162,766	\$ 13,723,424	\$ 13,907,638	\$ 13,913,314

Agency Budget by Major-Revenue

Major Revenue	2021 Actual	2022 Adopted	2022 Projected	2023 Request	2023 Executive	2023 Adopted
Charges For Services	(2,748,797)	(8,918,600)	(8,060,866)	(8,734,200)	(8,734,200)	(8,734,200)
Invest Other Contrib	(0)	(23,700)	-	(23,700)	(23,700)	(23,700)
Misc Revenue	(158,371)	(139,800)	(139,800)	(139,800)	(139,800)	(139,800)
Other Finance Source	-	(266,955)	-	(363,624)	(184,213)	(189,889)
Transfer In	(7,190,205)	(3,962,100)	(3,962,100)	(4,462,100)	(4,825,725)	(4,825,725)
Total	\$ (10,097,373)	\$ (13,311,155)	\$ (12,162,766)	\$ (13,723,424)	\$ (13,907,638)	\$ (13,913,314)

Agency Budget by Major-Expense

Major Expense	2021 Actual	2022 Adopted	2022 Projected	2023 Request	2023 Executive	2023 Adopted
Salaries	3,072,680	3,848,975	3,746,800	4,123,079	4,275,076	4,263,970
Benefits	1,112,865	1,329,464	1,194,485	1,338,918	1,382,434	1,399,216
Supplies	333,834	418,019	308,875	449,059	449,059	449,059
Purchased Services	2,337,606	6,838,349	5,703,273	6,911,599	6,911,599	6,911,599
Debt Othr Financing	2,389,532	-	332,985	-	-	-
Inter Depart Charges	512,655	485,322	485,322	509,743	494,328	494,328
Transfer Out	338,200	391,026	391,026	391,026	395,141	395,141
Total	\$ 10,097,373	\$ 13,311,155	\$ 12,162,766	\$ 13,723,424	\$ 13,907,638	\$ 13,913,314

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

	2021 Actual	2022 Adopted	2022 Projected	2023 Request	2023 Executive	2023 Adopted
General	-	-	-	-	-	-
Other-Expenditures	10,097,373	13,311,155	12,162,766	13,723,424	13,907,638	13,913,314
Total	\$ 10,097,373	\$ 13,311,155	\$ 12,162,766	\$ 13,723,424	\$ 13,907,638	\$ 13,913,314

Service Budget by Account Type

	2021 Actual	2022 Adopted	2022 Projected	2023 Request	2023 Executive	2023 Adopted
Revenue	(10,097,373)	(13,311,155)	(12,162,766)	(13,723,424)	(13,907,638)	(13,913,314)
Personnel	4,185,545	5,178,439	4,941,284	5,461,997	5,657,511	5,663,187
Non-Personnel	5,399,172	7,647,394	6,736,160	7,751,684	7,755,799	7,755,799
Agency Charges	512,655	485,322	485,322	509,743	494,328	494,328
Total	\$ (0)	\$ -	\$ 0	\$ (0)	\$ 0	\$ 0

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Function: Public Facilities

Line Item Detail

Agency Primary Fund: Convention Center

	2021 Actual	2022 Adopted	2022 Projected	2023 Request	2023 Executive	2023 Adopted
Charges For Services						
Catering Concessions	(1,098,710)	(5,000,000)	(4,200,000)	(5,000,000)	(5,000,000)	(5,000,000)
Facility Rental	(1,474,233)	(3,797,600)	(3,797,600)	(3,606,200)	(3,606,200)	(3,606,200)
Reimbursement Of Expense	(130,701)	-	-	-	-	-
Gift Shop Sales	(43,071)	(111,000)	(53,266)	(120,000)	(120,000)	(120,000)
Building Tours	(2,082)	(10,000)	(10,000)	(8,000)	(8,000)	(8,000)
Charges For Services Total	\$ (2,748,797)	\$ (8,918,600)	\$ (8,060,866)	\$ (8,734,200)	\$ (8,734,200)	\$ (8,734,200)
Invest Other Contrib						
Interest	(0)	-	-	-	-	-
Contributions & Donations	-	(23,700)	-	(23,700)	(23,700)	(23,700)
Invest Other Contrib Total	\$ (0)	\$ (23,700)	\$ -	\$ (23,700)	\$ (23,700)	\$ (23,700)
Misc Revenue						
Miscellaneous Revenue	(158,371)	(139,800)	(139,800)	(139,800)	(139,800)	(139,800)
Misc Revenue Total	\$ (158,371)	\$ (139,800)	\$ (139,800)	\$ (139,800)	\$ (139,800)	\$ (139,800)
Other Finance Source						
Fund Balance Applied	-	(266,955)	-	(363,624)	(184,213)	(189,889)
Other Finance Source Total	\$ -	\$ (266,955)	\$ -	\$ (363,624)	\$ (184,213)	\$ (189,889)
Transfer In						
Transfer In From Grants	(2,000,000)	-	-	-	-	-
Transfer In From Other Restrict	(3,680,978)	(3,962,100)	(3,962,100)	(4,462,100)	(4,825,725)	(4,825,725)
Transfer In From Tax Increment	(1,500,000)	-	-	-	-	-
Transfer In From Insurance	(9,227)	-	-	-	-	-
Transfer In Total	\$ (7,190,205)	\$ (3,962,100)	\$ (3,962,100)	\$ (4,462,100)	\$ (4,825,725)	\$ (4,825,725)
Salaries						
Permanent Wages	2,814,704	3,638,765	3,160,269	3,735,745	3,757,856	3,876,636
Salary Savings	-	(376,415)	-	(259,155)	(259,155)	(259,155)
Pending Personnel	-	-	-	24,381	154,267	24,381
Premium Pay	12,167	28,974	16,533	25,807	25,807	25,807
Compensated Absence	(38,428)	45,201	45,201	45,201	45,201	45,201
Hourly Wages	234,491	482,350	464,495	519,500	519,500	519,500
Overtime Wages Permanent	13,395	30,100	24,101	31,600	31,600	31,600
Overtime Wages Hourly	36,351	-	36,200	-	-	-
Salaries Total	\$ 3,072,680	\$ 3,848,975	\$ 3,746,800	\$ 4,123,079	\$ 4,275,076	\$ 4,263,970
Benefits						
Comp Absence Escrow	-	54,531	-	54,531	54,531	54,531
Unemployment Benefits	62,877	-	-	-	-	-
Health Insurance Benefit	557,704	711,883	641,904	711,887	746,017	746,017
Wage Insurance Benefit	12,600	11,783	13,880	13,674	13,674	13,674
IATSE Health Benefit	18,343	21,780	21,583	21,780	21,780	21,780
WRS	202,278	230,853	220,385	234,379	245,198	252,947
FICA Medicare Benefits	232,916	267,956	273,153	278,734	277,301	286,334
Moving Expenses	6,000	-	-	-	-	-
Post Employment Health Plans	20,148	30,678	23,580	23,933	23,933	23,933
Benefits Total	\$ 1,112,865	\$ 1,329,464	\$ 1,194,485	\$ 1,338,918	\$ 1,382,434	\$ 1,399,216

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Function: Public Facilities

Line Item Detail

Agency Primary Fund: Convention Center

	2021 Actual	2022 Adopted	2022 Projected	2023 Request	2023 Executive	2023 Adopted
Supplies						
Purchasing Card Unallocated	-	-	(95)	-	-	-
Office Supplies	5,370	14,044	5,370	14,044	14,044	14,044
Copy Printing Supplies	1,262	3,500	897	2,500	2,500	2,500
Hardware Supplies	-	8,500	4,804	8,500	8,500	8,500
Software Lic & Supplies	16,434	11,720	12,400	11,720	11,720	11,720
Postage	4,863	7,850	2,694	7,650	7,650	7,650
Books & Subscriptions	384	650	48	650	650	650
Work Supplies	23,558	47,868	23,558	47,868	47,868	47,868
Janitorial Supplies	32,168	59,000	26,026	64,000	64,000	64,000
Safety Supplies	921	3,000	449	5,000	5,000	5,000
Uniform Clothing Supplies	619	6,900	-	5,900	5,900	5,900
Food And Beverage	7,678	21,855	21,955	21,895	21,895	21,895
Building Supplies	6,754	31,017	7,953	36,017	36,017	36,017
Electrical Supplies	11,019	30,103	8,145	35,103	35,103	35,103
HVAC Supplies	14,449	20,000	14,449	20,000	20,000	20,000
Plumbing Supplies	16,546	12,000	5,674	12,000	12,000	12,000
Trees Shrubs Plants	5,410	10,000	-	10,000	10,000	10,000
Equipment Supplies	161,515	54,112	168,000	59,112	59,112	59,112
Inventory	24,886	75,900	6,550	87,100	87,100	87,100
Supplies Total	\$ 333,834	\$ 418,019	\$ 308,875	\$ 449,059	\$ 449,059	\$ 449,059
Purchased Services						
Natural Gas	4,845	7,000	3,117	8,000	8,000	8,000
Fuel Oil	1,121	1,500	1,687	4,000	4,000	4,000
Electricity	272,889	350,000	321,516	350,000	350,000	350,000
Water	40,032	50,000	36,000	50,000	50,000	50,000
Steam	188,255	200,000	179,656	200,000	200,000	200,000
Telephone	12,204	12,000	15,500	10,000	10,000	10,000
Cellular Telephone	7,464	4,800	4,976	5,000	5,000	5,000
Building Improv Repair Maint	110,080	100,000	142,812	105,000	105,000	105,000
Waste Disposal	20,624	35,000	26,518	40,000	40,000	40,000
Pest Control	2,120	2,500	3,655	2,800	2,800	2,800
Elevator Repair	79,228	100,000	82,994	100,000	100,000	100,000
Facility Rental	26,238	27,000	26,763	30,000	30,000	30,000
Landscaping	22,569	20,000	1,828	25,000	25,000	25,000
Snow Removal	242	300	-	-	-	-
Comm Device Mntc	66,386	40,000	71,173	80,000	80,000	80,000
Equipment Mntc	40,581	37,208	21,010	42,208	42,208	42,208
System & Software Mntc	17,344	9,250	8,783	9,450	9,450	9,450
Rental Of Equipment	34,790	66,500	32,775	68,500	68,500	68,500
Recruitment	85	500	50	500	500	500
Mileage	-	250	-	200	200	200
Conferences & Training	378	31,000	3,648	27,300	27,300	27,300
Memberships	6,888	8,715	13,509	8,715	8,715	8,715
Uniform Laundry	24,316	80,000	24,316	80,000	80,000	80,000
Audit Services	4,000	4,000	4,000	4,000	4,000	4,000
Credit Card Services	34,034	75,000	40,604	70,000	70,000	70,000
Delivery Freight Charges	272	600	-	600	600	600
Storage Services	311	300	291	400	400	400
Management Services	34,448	80,000	72,417	90,000	90,000	90,000
Consulting Services	21,854	30,500	44,860	27,500	27,500	27,500
Advertising Services	46,400	234,726	133,177	234,726	234,726	234,726
Printing Services	269	11,900	1,785	11,900	11,900	11,900
Security Services	41,989	70,000	48,072	75,000	75,000	75,000
Catering Vending Services	1,098,710	5,000,000	4,200,000	5,000,000	5,000,000	5,000,000
Other Services & Expenses	72,336	140,800	131,477	144,300	144,300	144,300
Permits & Licenses	4,304	7,000	4,304	6,500	6,500	6,500
Purchased Services Total	\$ 2,337,606	\$ 6,838,349	\$ 5,703,273	\$ 6,911,599	\$ 6,911,599	\$ 6,911,599
Debt Othr Financing						
Interest	23,786	-	-	-	-	-
Fund Balance Generated	2,365,747	-	332,985	-	-	-
Debt Othr Financing Total	\$ 2,389,532	\$ -	\$ 332,985	\$ -	\$ -	\$ -

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Function: **Public Facilities**

Line Item Detail

Agency Primary Fund: Convention Center

	2021 Actual	2022 Adopted	2022 Projected	2023 Request	2023 Executive	2023 Adopted
Inter Depart Charges						
ID Charge From Attorney	60,656	64,192	64,192	48,256	48,256	48,256
ID Charge From Civil Rights	16,122	16,589	16,589	16,527	16,527	16,527
ID Charge From Finance	71,753	59,417	59,417	63,664	63,664	63,664
ID Charge From Human Resources	86,516	93,770	93,770	98,265	98,265	98,265
ID Charge From Information Tec	80,291	65,215	65,215	92,449	92,449	92,449
ID Charge From Mayor	31,237	28,791	28,791	29,851	29,851	29,851
ID Charge From EAP	13,810	6,121	6,121	11,391	11,391	11,391
ID Charge From Fleet Services	2,059	1,016	1,016	2,670	2,749	2,749
ID Charge From Streets	-	-	-	-	10,000	10,000
ID Charge From Traffic Eng	-	-	-	10,000	-	-
ID Charge From Insurance	112,874	112,874	112,874	111,307	95,813	95,813
ID Charge From Workers Comp	37,337	37,337	37,337	25,363	25,363	25,363
Inter Depart Charges Total	\$ 512,655	\$ 485,322	\$ 485,322	\$ 509,743	\$ 494,328	\$ 494,328
Transfer Out						
Transfer Out To General	338,200	338,200	338,200	338,200	338,200	338,200
Transfer Out To Debt Service	-	52,826	52,826	52,826	56,941	56,941
Transfer Out Total	\$ 338,200	\$ 391,026	\$ 391,026	\$ 391,026	\$ 395,141	\$ 395,141

Position Summary

Classification	CG	2022 Budget Adopted		Request		2023 Budget Executive		Adopted	
		FTEs	Amount	FTEs	Amount	FTEs	Amount	FTEs	Amount
ACCT TECH 2-20	20	2.00	112,302	2.00	114,401	2.00	114,401	2.00	118,017
ADMIN CLK 1-20	20	3.00	168,188	3.00	169,576	3.00	169,576	3.00	174,936
COMM EVENTS COORD-18	18	1.00	68,949	1.00	69,922	1.00	69,922	1.00	72,133
CUSTODIAL WKR 2-16	16	5.00	268,146	5.00	276,353	5.00	276,353	5.00	285,088
CUSTODIAL WKR 2-16 PT	16	0.50	24,430	0.50	49,104	0.50	49,104	0.50	50,656
FACILITY MAINT WKR-16	16	2.00	119,089	2.00	121,229	2.00	121,229	2.00	125,061
GARDENER-16	16	1.00	61,373	1.00	62,843	1.00	62,843	1.00	64,829
IT SPEC 2-18	18	1.00	67,988	1.00	59,738	1.00	59,738	1.00	61,626
IT SPEC 3-18	18	1.00	97,565	1.00	98,053	1.00	98,053	1.00	101,152
M.T. ASSOC DIRECTOR-18	18	2.00	217,133	2.00	219,341	2.00	219,341	2.00	226,275
M.T. ASST OPERATIONS SUPV-18	18	1.00	75,467	1.00	75,844	1.00	75,844	1.00	78,241
M.T. BLDG MAINT SUPV-18	18	1.00	80,679	1.00	81,082	1.00	81,082	1.00	83,645
M.T. BOOKING COORD-20	20	1.00	64,030	1.00	64,349	1.00	64,349	1.00	66,383
M.T. COM.REL.SUPV-18	18	1.00	80,679	1.00	81,082	1.00	81,082	1.00	83,645
M.T. COMMAND CTR OPER-16	16	4.00	241,766	4.00	244,075	4.00	244,075	4.00	251,789
M.T. DIRECTOR-21	21	1.00	139,091	1.00	139,786	1.00	139,786	1.00	144,205
M.T. EVENT COORD-20	20	3.00	186,769	3.00	187,701	3.00	187,701	3.00	193,634
M.T. EVENT SERVS MGR-18	18	1.00	81,182	1.00	82,329	1.00	82,329	1.00	84,931
M.T. GIFT SHOP MGR-18	18	1.00	71,612	1.00	75,844	1.00	75,844	1.00	78,241
M.T. OPER LDWKR-16	16	4.00	243,476	4.00	248,462	4.00	248,462	4.00	256,316
M.T. OPERATIONS MGR-18	18	1.00	89,554	1.00	90,812	1.00	90,812	1.00	93,682
M.T. OPERS WKR-16	16	6.00	300,767	6.00	326,856	6.00	326,856	6.00	337,187
M.T. SALES ASSOC-19	19	2.00	119,243	2.00	122,094	2.00	122,094	2.00	125,954
M.T. SALES MGR-19	19	1.00	91,041	1.00	91,496	1.00	91,496	1.00	94,388
M.T. TECH SERVS SPEC 1-16	16	1.00	68,915	1.00	69,259	1.00	69,259	1.00	71,448
M.T. VOL/TOUR COORD-18	18	1.00	72,263	1.00	72,624	1.00	72,624	1.00	74,919
MAINT MECH 1-16	16	2.00	143,242	2.00	130,167	2.00	130,167	2.00	134,281
MAINT MECH 1-16 PT	16	0.50	28,950	0.50	58,189	0.50	58,189	0.50	60,028
MAINT MECH 2-16	16	1.00	57,899	1.00	61,203	1.00	61,203	1.00	63,138
MKTG/COMMUN SPEC-18	18	1.00	70,028	1.00	70,377	1.00	70,377	1.00	72,602
QJ & OPER MGR-18	18	1.00	93,158	1.00	98,944	1.00	98,944	1.00	102,072
SALES CLERK-20 PT	20	0.75	33,791	1.00	44,722	1.00	44,722	1.00	46,135
TOTAL		54.75	3,638,765	55.00	3,757,856	55.00	3,757,856	55.00	3,876,636

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.