

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.

2020 Budget Highlights

The 2020 Executive Budget:

- Assumes a decrease in event revenue based on 2020 event analysis (\$50,000).
- Increases Room Tax operating subsidy (\$399,000) as approved by the Room Tax Commission.

Monona Terrace Comm Conv Ctr**Function: Public Facilities***Budget Overview*

Agency Budget by Fund

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Convention Center	16,636,757	14,693,934	14,520,072	15,025,791	15,297,347
TOTAL	\$ 16,636,757	\$ 14,693,934	\$ 14,520,072	\$ 15,025,791	\$ 15,297,347

Agency Budget by Service

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Community Convention Center	16,636,757	14,693,934	14,520,072	15,025,791	15,297,347
TOTAL	\$ 16,636,757	\$ 14,693,934	\$ 14,520,072	\$ 15,025,791	\$ 15,297,347

Agency Budget by Major-Revenue

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Charges For Services	(10,734,559)	(10,534,506)	(9,904,810)	(10,484,275)	(10,484,275)
Investments & Other Contributions	(3)	(23,700)	(2)	(23,700)	(23,700)
Misc Revenue	(45,658)	(139,800)	(59,000)	(172,800)	(172,800)
Other Financing Source	(726,790)	(200,000)	(108,260)	(100,000)	(321,556)
Transfer In	(5,129,747)	(3,795,928)	(4,448,000)	(4,245,016)	(4,295,016)
TOTAL	\$ (16,636,757)	\$ (14,693,934)	\$ (14,520,072)	\$ (15,025,791)	\$ (15,297,347)

Agency Budget by Major-Expenses

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Salaries	4,204,287	4,083,644	4,322,090	4,367,064	4,511,764
Benefits	1,384,825	1,223,208	1,369,289	1,252,274	1,318,295
Supplies	690,904	546,902	549,907	558,784	558,784
Purchased Services	7,906,251	8,037,932	7,476,538	8,023,082	8,023,082
Debt & Other Financing	1,900,244	386,494	48,294	386,494	386,494
Inter Depart Charges	212,046	415,754	415,754	438,093	498,928
Transfer Out	338,200	-	338,200	-	-
TOTAL	\$ 16,636,757	\$ 14,693,934	\$ 14,520,072	\$ 15,025,791	\$ 15,297,347

Monona Terrace Comm Conv Ctr

Function: Public Facilities

Service Overview

Service: Community Convention Center

Citywide Element: Economy and Opportunity

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.

Major Budget Changes

- Increased funding for hourly staffing to reflect full implementation of the \$15 minimum wage and prior year actuals (\$210,000).
- Increased funding for building improvements based on planned activities in 2020 (\$17,000).

Activities Performed by this Service

- Community Center: Hosting community based events, including rooftop concerts and educational and health related events at Monona Terrace and within Madison schools.
- Conferences and Conventions: Hosting conventions, conferences, consumer shows, banquets, meetings, entertainment events, and community use events.
- Tourism: Operating 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

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
General	-	-	-	-	-
Other-Expenditures	16,636,757	14,693,934	14,520,072	15,025,791	15,297,347
TOTAL	\$ 16,636,757	\$ 14,693,934	\$ 14,520,072	\$ 15,025,791	\$ 15,297,347

Service Budget by Account Type

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Revenue	(16,636,757)	(14,693,934)	(14,520,072)	(15,025,791)	(15,297,347)
Personnel	5,589,112	5,306,852	5,691,379	5,619,338	5,830,059
Non-Personnel	10,835,599	8,971,328	8,412,939	8,968,360	8,968,360
Agency Charges	212,046	415,754	415,754	438,093	498,928
TOTAL	\$ -	\$ -	\$ -	\$ -	\$ -

Monona Terrace Comm Conv Ctr

Function: Public Facilities

Line Item Detail

Agency Primary Fund: Convention Center

Charges for Service

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Catering Concessions	(5,151,918)	(6,000,000)	(5,304,191)	(6,000,000)	(6,000,000)
Facility Rental	(5,423,749)	(4,368,506)	(4,441,397)	(4,325,525)	(4,325,525)
Reimbursement Of Expense	(71)	-	(422)	-	-
Gift Shop Sales	(149,628)	(153,000)	(149,000)	(148,000)	(148,000)
Building Tours	(9,193)	(13,000)	(9,800)	(10,750)	(10,750)
TOTAL	\$ (10,734,559)	\$ (10,534,506)	\$ (9,904,810)	\$ (10,484,275)	\$ (10,484,275)

Investments & Contributions

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Interest	(3)	-	(2)	-	-
Contributions & Donations	-	(23,700)	-	(23,700)	(23,700)
TOTAL	\$ (3)	\$ (23,700)	\$ (2)	\$ (23,700)	\$ (23,700)

Misc Revenue

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Miscellaneous Revenue	(45,658)	(139,800)	(59,000)	(172,800)	(172,800)
TOTAL	\$ (45,658)	\$ (139,800)	\$ (59,000)	\$ (172,800)	\$ (172,800)

Other Finance Sources

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Sale Of Assets	(5,721)	-	-	-	-
Fund Balance Applied	(721,069)	(200,000)	(108,260)	(100,000)	(321,556)
TOTAL	\$ (726,790)	\$ (200,000)	\$ (108,260)	\$ (100,000)	\$ (321,556)

Transfer In

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Transfer In From Other Restric	(5,124,974)	(3,795,928)	(4,448,000)	(4,245,016)	(4,295,016)
Transfer In From Insurance	(4,773)	-	-	-	-
TOTAL	\$ (5,129,747)	\$ (3,795,928)	\$ (4,448,000)	\$ (4,245,016)	\$ (4,295,016)

Salaries

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Permanent Wages	3,252,073	3,516,034	3,409,043	3,578,717	3,723,417
Salary Savings	-	(150,276)	-	(150,276)	(150,276)
Pending Personnel	-	28,099	-	28,099	28,099
Premium Pay	17,858	18,607	19,400	28,974	28,974
Compensated Absence	79,249	45,201	79,000	45,201	45,201
Hourly Wages	715,329	589,849	671,647	800,249	800,249
Overtime Wages Permanent	38,711	36,130	64,000	36,100	36,100
Overtime Wages Hourly	101,067	-	79,000	-	-
TOTAL	\$ 4,204,287	\$ 4,083,644	\$ 4,322,090	\$ 4,367,064	\$ 4,511,764

Monona Terrace Comm Conv Ctr

Function: Public Facilities

Line Item Detail

Agency Primary Fund: Convention Center

Benefits

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Comp Absence Escrow	-	54,531	49,897	54,531	54,531
Unemployment Benefits	2,150	-	4,046	-	-
Health Insurance Benefit	629,839	614,720	607,939	640,116	673,354
Wage Insurance Benefit	11,583	11,852	10,793	10,813	10,813
IATSE Health Benefit	47,915	21,780	39,179	21,780	21,780
WRS	246,628	228,648	252,959	231,121	247,806
FICA Medicare Benefits	309,316	262,945	318,765	263,235	279,333
Licenses & Certifications	1,450	-	-	-	-
Post Employment Health Plans	27,697	28,732	29,712	30,678	30,678
Other Post Emplmnt Benefit	52,058	-	-	-	-
Pension Expense	56,188	-	56,000	-	-
TOTAL	\$ 1,384,825	\$ 1,223,208	\$ 1,369,289	\$ 1,252,274	\$ 1,318,295

Supplies

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Office Supplies	14,715	22,064	13,000	21,944	21,944
Copy Printing Supplies	6,394	7,500	6,700	6,500	6,500
Furniture	311	-	-	-	-
Hardware Supplies	43,186	9,500	22,000	9,000	9,000
Software Lic & Supplies	17,019	16,568	7,800	15,220	15,220
Postage	9,311	9,600	9,369	9,600	9,600
Books & Subscriptions	1,164	1,105	153	1,105	1,105
Work Supplies	68,093	55,368	59,000	55,368	55,368
Janitorial Supplies	82,732	61,000	73,388	64,000	64,000
Safety Supplies	874	2,400	2,287	4,400	4,400
Uniform Clothing Supplies	6,327	14,100	5,668	13,800	13,800
Food And Beverage	20,092	21,725	24,461	21,775	21,775
Building	-	-	3,375	-	-
Building Supplies	95,351	23,017	34,564	33,017	33,017
Electrical Supplies	45,926	30,103	39,000	30,103	30,103
HVAC Supplies	28,041	20,000	24,000	20,000	20,000
Plumbing Supplies	15,867	8,000	11,142	8,000	8,000
Trees Shrubs Plants	21,575	10,000	14,000	10,000	10,000
Equipment Supplies	120,384	134,112	105,000	134,112	134,112
Inventory	93,540	100,740	95,000	100,840	100,840
TOTAL	\$ 690,904	\$ 546,902	\$ 549,907	\$ 558,784	\$ 558,784

Monona Terrace Comm Conv Ctr

Function: Public Facilities

Line Item Detail

Agency Primary Fund: Convention Center

Purchased Services

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Natural Gas	5,735	7,000	5,900	8,000	8,000
Fuel Oil	952	1,500	1,434	1,500	1,500
Electricity	357,520	350,000	357,000	350,000	350,000
Water	33,672	50,000	35,000	50,000	50,000
Steam	172,020	200,000	180,000	200,000	200,000
Telephone	14,615	10,000	17,473	12,000	12,000
Cellular Telephone	6,662	6,000	6,958	6,000	6,000
Building Improv Repair Maint	123,359	105,000	112,000	122,000	122,000
Waste Disposal	33,789	35,000	25,036	35,000	35,000
Pest Control	1,620	2,000	2,896	2,500	2,500
Elevator Repair	65,722	100,000	90,000	100,000	100,000
Facility Rental	24,725	25,000	25,219	25,000	25,000
Landscaping	25,112	20,000	25,000	20,000	20,000
Comm Device Mntc	71,892	30,000	65,258	30,000	30,000
Equipment Mntc	92,727	36,000	34,000	36,000	36,000
System & Software Mntc	15,101	7,150	11,000	9,350	9,350
Rental Of Equipment	353,966	65,503	104,000	65,503	65,503
Recruitment	1,935	1,000	184	1,000	1,000
Mileage	84	425	-	425	425
Conferences & Training	48,829	47,638	43,257	46,088	46,088
Memberships	14,866	10,230	14,432	10,740	10,740
Uniform Laundry	61,286	100,000	100,000	100,000	100,000
Audit Services	4,000	4,000	4,000	4,000	4,000
Credit Card Services	111,521	100,000	116,000	100,000	100,000
Delivery Freight Charges	418	1,200	1,092	1,000	1,000
Storage Services	311	360	248	360	360
Management Services	111,434	90,000	109,000	90,000	90,000
Consulting Services	43,250	87,500	84,102	50,500	50,500
Advertising Services	333,564	290,426	329,998	290,426	290,426
Printing Services	9,887	14,400	10,000	12,100	12,100
Security Services	63,781	75,000	75,000	75,000	75,000
Catering Vending Services	5,151,918	6,000,000	5,304,191	6,000,000	6,000,000
Other Services & Expenses	549,198	160,100	181,360	162,590	162,590
Permits & Licenses	779	5,500	5,500	6,000	6,000
TOTAL	\$ 7,906,251	\$ 8,037,932	\$ 7,476,538	\$ 8,023,082	\$ 8,023,082

Debt & Other Financing

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Principal	-	35,929	35,929	35,929	35,929
Interest	71,828	12,365	12,365	12,365	12,365
PILOT	-	338,200	-	338,200	338,200
Depreciation	1,828,415	-	-	-	-
TOTAL	\$ 1,900,244	\$ 386,494	\$ 48,294	\$ 386,494	\$ 386,494

Monona Terrace Comm Conv Ctr**Function: Public Facilities***Line Item Detail***Agency Primary Fund: Convention Center**

Inter-Departmental Charges

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
ID Charge From Attorney	-	32,437	32,437	32,437	38,408
ID Charge From Clerk	-	565	565	565	388
ID Charge From Finance	-	75,901	75,901	75,901	86,837
ID Charge From Human Resource	-	64,351	64,351	64,351	67,844
ID Charge From Information Tec	65,520	57,711	57,711	57,711	95,789
ID Charge From Mayor	-	22,806	22,806	22,806	22,695
ID Charge From EAP	-	2,454	2,454	2,454	9,725
ID Charge From Treasurer	-	9,051	9,051	9,051	-
ID Charge From Engineering	-	690	690	690	5,115
ID Charge From Fleet Services	2,838	2,534	2,534	2,927	2,927
ID Charge From Insurance	98,551	104,980	104,980	135,008	135,008
ID Charge From Workers Comp	45,137	42,274	42,274	34,192	34,192
TOTAL	\$ 212,046	\$ 415,754	\$ 415,754	\$ 438,093	\$ 498,928

Transfer Out

	2018 Actual	2019 Adopted	2019 Projected	2020 Request	2020 Executive
Transfer Out To General	338,200	-	338,200	-	-
TOTAL	\$ 338,200	\$ -	\$ 338,200	\$ -	\$ -

Monona Terrace

Function: Public Facilities

Position Summary

	2019			Request		2020		Adopted	
	CG	FTEs	Amount	FTEs	Amount	FTEs	Amount	FTEs	Amount
ACCT TECH	20	2.00	112,863	2.00	118,652	2.00	123,449	-	-
ADMIN CLERK	20	3.00	169,139	3.00	169,598	3.00	176,455	-	-
COMM EVENTS COORD	18	1.00	65,063	1.00	64,813	1.00	67,434	-	-
CUSTODIAL WKR	16	5.50	270,800	5.50	288,730	5.50	300,404	-	-
FACILITY MAINT WKR	16	2.00	115,282	2.00	120,282	2.00	125,145	-	-
GARDENER	16	1.00	57,914	1.00	57,692	1.00	60,025	-	-
IT SPEC	18	2.00	151,907	2.00	170,645	2.00	177,546	-	-
M.T. ASSOC DIRECTOR	18	2.00	226,694	2.00	230,689	2.00	240,018	-	-
M.T. BOOKING COORD	20	1.00	60,421	1.00	60,190	1.00	62,624	-	-
M.T. COM.REL.SUPV	18	1.00	79,939	1.00	73,610	1.00	76,586	-	-
M.T. COMMAND CTR OPER	16	4.00	227,280	4.00	226,750	4.00	235,918	-	-
M.T. DIRECTOR	21	1.00	140,871	1.00	141,734	1.00	147,466	-	-
M.T. EVENT COORD	20	3.00	174,953	3.00	175,567	3.00	182,667	-	-
M.T. EVENT SVRS MGR	18	1.00	75,969	1.00	76,313	1.00	79,399	-	-
M.T. GIFT SHOP MGR	18	1.00	59,877	1.00	66,060	1.00	68,731	-	-
M.T. OPER LDWKR	16	4.00	231,751	4.00	235,530	4.00	245,052	-	-
M.T. OPERS WKR	16	6.00	313,232	6.00	318,213	6.00	331,078	-	-
M.T. SALES ASSOC	19	2.00	120,110	2.00	120,300	2.00	125,164	-	-
M.T. SALES MGR	19	1.00	85,911	1.00	85,581	1.00	89,041	-	-
M.T. TECH SVRS SPEC	16	1.00	65,032	1.00	64,782	1.00	67,401	-	-
M.T. VOL/TOUR COORD	18	1.00	67,680	1.00	67,929	1.00	70,676	-	-
M.T.BLDG MAINT SUPV	18	1.00	83,746	1.00	83,425	1.00	86,799	-	-
MAINT MECH	16	3.50	229,413	3.50	229,039	3.50	238,299	-	-
MKTG/COMMUN SPEC	18	1.00	66,082	1.00	65,828	1.00	68,489	-	-
MT ASST OPERATIONS MGR	18	2.00	145,299	2.00	144,741	2.00	150,594	-	-
QI & OPER MGR	18	1.00	82,486	1.00	85,844	1.00	89,315	-	-
SALES CLERK	20	0.75	36,320	0.75	36,180	0.75	37,642	-	-
TOTAL		54.75	\$ 3,516,034	54.75	\$ 3,578,717	54.75	\$ 3,723,417	-	\$ -

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.