

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.

2022 Budget Highlights

The 2022 Executive Budget:

- Includes \$618,000 (or 5%) in expenditure increases, not including catering concessions, compared to Monona Terrace's 2021 Adopted Budget. Monona Terrace reduced 2021 budgeted expenditures by \$1.62 million (17%) to offset projected revenue losses. Budgeted expenditure increases in 2022 are intended to align with scheduled events and projected revenues. These ongoing increases include:
 - Permanent Wages and Benefits (\$285,000)
 - Hourly Wages (\$107,000)
 - Supplies (\$75,000)
 - Purchased Services (\$125,000)
- Assumes a slight increase in event revenue based on 2022 event analysis (\$46,000).
- Increases Room Tax net operating subsidy as approved by the Room Tax Commission (\$403,000).

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

Agency Budget by Fund

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Convention Center	8,767,961	12,693,037	9,895,711	13,285,424	13,311,041
TOTAL	\$ 8,767,961	\$ 12,693,037	\$ 9,895,711	\$ 13,285,424	\$ 13,311,041

Agency Budget by Service

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Community Convention Center	8,767,961	12,693,037	9,895,711	13,285,424	13,311,041
TOTAL	\$ 8,767,961	\$ 12,693,037	\$ 9,895,711	\$ 13,285,424	\$ 13,311,041

Agency Budget by Major-Revenue

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Intergov Revenues	(420,997)	-	-	-	-
Charges For Services	(2,252,481)	(8,835,170)	(4,582,141)	(8,918,600)	(8,918,600)
Investments & Other Contributions	(1)	(23,700)	(0)	(23,700)	(23,700)
Misc Revenue	(102,508)	(139,800)	(163,500)	(139,800)	(139,800)
Other Financing Source	(754,011)	(135,065)	(1,581,541)	(494,999)	(266,841)
Transfer In	(5,237,963)	(3,559,302)	(3,568,529)	(3,708,325)	(3,962,100)
TOTAL	\$ (8,767,961)	\$ (12,693,037)	\$ (9,895,711)	\$ (13,285,424)	\$ (13,311,041)

Agency Budget by Major-Expenses

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Salaries	3,518,510	3,361,042	3,443,266	3,812,945	3,853,910
Benefits	1,596,202	1,372,314	1,121,628	1,315,061	1,324,415
Supplies	318,496	342,745	268,763	418,019	418,019
Purchased Services	2,458,605	6,713,282	4,158,401	6,838,349	6,838,349
Debt & Other Financing	40,691	-	51,223	-	-
Inter Depart Charges	497,256	514,231	514,231	511,627	485,322
Transfer Out	338,200	389,423	338,200	389,423	391,026
TOTAL	\$ 8,767,961	\$ 12,693,037	\$ 9,895,711	\$ 13,285,424	\$ 13,311,041

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 revenues \$486,000 compared to the 2021 Adopted Budget, not including catering concessions or applied fund balance. This increase is based on the following assumptions:
 - o Room Tax: increased by \$403,000 from \$3.56 million to \$3.96 million
 - o Event Bookings: increased by \$46,000 from \$3.75 to \$3.8 million
 - o Gift Shop and Miscellaneous: increased by \$37,000
- Increased expenditures, not including catering concessions, by \$618,000 by implementing the following increases:
 - o Permanent Wages and Benefits: increased by \$326,000 to be able to fill positions (5.25 FTE) that have been held vacant in 2021. The budget assumes 4.5 FTE positions will be held vacant for all of 2022. The 2021 Adopted Budget included 9.75 FTE positions vacant for all of 2021.
 - o Hourly Wages: increased by \$107,000 from \$376,000 to \$482,000
 - o Supplies: increased by \$75,000 from \$343,000 to \$418,000
 - o Purchased Services: increased by \$125,000 from \$1.7 million to \$1.84 million
 - o Inter-departmental Charges: decreased by \$29,000 based on the updated cost allocation plan

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

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
General	-	-	-	-	-
Other-Expenditures	8,767,961	12,693,037	9,895,711	13,285,424	13,311,041
TOTAL	\$ 8,767,961	\$ 12,693,037	\$ 9,895,711	\$ 13,285,424	\$ 13,311,041

Service Budget by Account Type

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Revenue	(8,767,961)	(12,693,037)	(9,895,711)	(13,285,424)	(13,311,041)
Personnel	5,114,712	4,733,356	4,564,894	5,128,006	5,178,325
Non-Personnel	3,155,993	7,445,450	4,816,587	7,645,791	7,647,394
Agency Charges	497,256	514,231	514,231	511,627	485,322
TOTAL	\$ -	\$ -	\$ -	\$ -	\$ -

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

Intergovernmental Revenue

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Federal Revenues Operating	(420,997)	-	-	-	-
TOTAL	\$ (420,997)	\$ -	\$ -	\$ -	\$ -

Charges for Service

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Catering Concessions	(1,058,794)	(5,000,000)	(2,740,826)	(5,000,000)	(5,000,000)
Facility Rental	(1,173,192)	(3,751,575)	(1,785,131)	(3,797,600)	(3,797,600)
Gift Shop Sales	(20,353)	(76,500)	(53,274)	(111,000)	(111,000)
Building Tours	(143)	(7,095)	(2,910)	(10,000)	(10,000)
TOTAL	\$ (2,252,481)	\$ (8,835,170)	\$ (4,582,141)	\$ (8,918,600)	\$ (8,918,600)

Investments & Contributions

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Interest	(1)	-	(0)	-	-
Contributions & Donations	-	(23,700)	-	(23,700)	(23,700)
TOTAL	\$ (1)	\$ (23,700)	\$ (0)	\$ (23,700)	\$ (23,700)

Misc Revenue

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Miscellaneous Revenue	(102,508)	(139,800)	(163,500)	(139,800)	(139,800)
TOTAL	\$ (102,508)	\$ (139,800)	\$ (163,500)	\$ (139,800)	\$ (139,800)

Other Finance Sources

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Sale Of Assets	(150)	-	-	-	-
Fund Balance Applied	(753,861)	(135,065)	(1,581,541)	(494,999)	(266,841)
TOTAL	\$ (754,011)	\$ (135,065)	\$ (1,581,541)	\$ (494,999)	\$ (266,841)

Transfer In

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Transfer In From Grants	(196,995)	-	-	-	-
Transfer In From Other Restrict	(5,040,968)	(3,559,302)	(3,559,302)	(3,708,325)	(3,962,100)
Transfer In From Insurance	-	-	(9,227)	-	-
TOTAL	\$ (5,237,963)	\$ (3,559,302)	\$ (3,568,529)	\$ (3,708,325)	\$ (3,962,100)

Salaries

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Permanent Wages	2,962,150	3,729,227	3,015,028	3,602,735	3,602,735
Salary Savings	-	(835,860)	-	(376,415)	(376,415)
Premium Pay	8,012	28,974	6,357	28,974	28,974
Workers Compensation Wages	6,578	-	-	-	-
Compensated Absence	124,363	45,201	124,363	45,201	45,201
Hourly Wages	379,378	375,500	283,531	482,350	482,350
Overtime Wages Permanent	14,987	18,000	13,986	30,100	30,100
Overtime Wages Hourly	22,216	-	-	-	-
Election Officials Wages	826	-	-	-	-
TOTAL	\$ 3,518,510	\$ 3,361,042	\$ 3,443,266	\$ 3,812,945	\$ 3,853,910

Monona Terrace Comm Conv Ctr

Function: Public Facilities

Line Item Detail

Agency Primary Fund: Convention Center

Benefits

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Comp Absence Escrow	167,960	54,531	54,531	54,531	54,531
Unemployment Benefits	101,228	-	101,228	-	-
Health Insurance Benefit	601,603	731,082	538,999	692,323	711,883
Wage Insurance Benefit	11,513	11,168	11,756	11,783	11,783
IATSE Health Benefit	22,497	21,780	22,497	21,780	21,780
WRS	222,325	244,532	177,457	237,359	228,563
FICA Medicare Benefits	253,430	278,543	195,012	266,607	265,197
Post Employment Health Plans	30,438	30,678	20,148	30,678	30,678
Other Post Emplmnt Benefit	111,084	-	-	-	-
Pension Expense	74,125	-	-	-	-
TOTAL	\$ 1,596,202	\$ 1,372,314	\$ 1,121,628	\$ 1,315,061	\$ 1,324,415

Supplies

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Purchasing Card Unallocated	2,071	-	-	-	-
Office Supplies	6,516	16,200	8,376	14,044	14,044
Copy Printing Supplies	1,171	4,000	1,848	3,500	3,500
Hardware Supplies	4,456	6,000	4,050	8,500	8,500
Software Lic & Supplies	10,339	14,120	13,838	11,720	11,720
Postage	5,603	4,950	4,859	7,850	7,850
Books & Subscriptions	994	650	-	650	650
Work Supplies	17,609	42,800	37,648	47,868	47,868
Janitorial Supplies	39,019	44,000	37,351	59,000	59,000
Safety Supplies	495	3,000	2,779	3,000	3,000
Uniform Clothing Supplies	1,048	8,850	4,850	6,900	6,900
Food And Beverage	860	20,975	17,585	21,855	21,855
Building Supplies	10,572	29,000	23,959	31,017	31,017
Electrical Supplies	6,801	25,500	27,281	30,103	30,103
HVAC Supplies	11,948	22,000	12,191	20,000	20,000
Plumbing Supplies	4,212	8,000	11,358	12,000	12,000
Trees Shrubs Plants	4,570	10,000	3,706	10,000	10,000
Equipment Supplies	175,314	32,400	35,658	54,112	54,112
Inventory	14,900	50,300	21,426	75,900	75,900
TOTAL	\$ 318,496	\$ 342,745	\$ 268,763	\$ 418,019	\$ 418,019

Monona Terrace Comm Conv Ctr

Function: Public Facilities

Line Item Detail

Agency Primary Fund: Convention Center

Purchased Services

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Natural Gas	2,908	8,000	7,552	7,000	7,000
Fuel Oil	-	1,500	1,500	1,500	1,500
Electricity	269,982	360,000	330,695	350,000	350,000
Water	28,038	50,000	38,620	50,000	50,000
Steam	195,084	200,000	198,852	200,000	200,000
Telephone	12,780	10,000	11,589	12,000	12,000
Cellular Telephone	7,587	6,000	6,897	4,800	4,800
Systems Comm Internet	7,350	-	-	-	-
Building Improv Repair Maint	118,713	105,000	83,203	100,000	100,000
Waste Disposal	15,109	30,000	25,505	35,000	35,000
Pest Control	2,120	2,500	2,520	2,500	2,500
Elevator Repair	61,812	100,000	67,592	100,000	100,000
Facility Rental	25,724	25,000	28,143	27,000	27,000
Landscaping	6,498	20,000	19,260	20,000	20,000
Snow Removal	-	-	242	300	300
Comm Device Mntc	63,500	30,000	31,595	40,000	40,000
Equipment Mntc	14,599	35,000	38,438	37,208	37,208
System & Software Mntc	9,333	9,350	6,091	9,250	9,250
Rental Of Equipment	89,447	29,651	29,178	66,500	66,500
Recruitment	2,685	500	375	500	500
Mileage	-	250	-	250	250
Conferences & Training	4,037	14,500	9,699	31,000	31,000
Memberships	5,406	7,405	6,813	8,715	8,715
Uniform Laundry	19,544	80,000	55,255	80,000	80,000
Audit Services	4,000	4,000	4,000	4,000	4,000
Credit Card Services	34,950	85,000	49,114	75,000	75,000
Delivery Freight Charges	36	500	-	600	600
Storage Services	298	300	172	300	300
Management Services	49,707	80,000	33,617	80,000	80,000
Consulting Services	85,825	23,500	17,729	30,500	30,500
Advertising Services	134,447	209,926	196,226	234,726	234,726
Printing Services	4,856	11,100	5,300	11,900	11,900
Security Services	10,986	45,000	28,000	70,000	70,000
Catering Vending Services	1,058,794	5,000,000	2,740,826	5,000,000	5,000,000
Other Services & Expenses	108,252	122,300	78,803	140,800	140,800
Permits & Licenses	4,200	7,000	5,000	7,000	7,000
TOTAL	\$ 2,458,605	\$ 6,713,282	\$ 4,158,401	\$ 6,838,349	\$ 6,838,349

Debt & Other Financing

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Interest	40,691	-	51,223	-	-
TOTAL	\$ 40,691	\$ -	\$ 51,223	\$ -	\$ -

Line Item Detail

Agency Primary Fund: Convention Center

Inter-Departmental Charges

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
ID Charge From Attorney	38,408	60,656	60,656	60,656	64,192
ID Charge From Civil Rights	-	16,122	16,122	16,122	16,589
ID Charge From Clerk	388	-	-	-	-
ID Charge from EAP	9,725	13,810	13,810	13,810	6,121
ID Charge From Finance	86,837	71,753	71,753	71,753	59,417
ID Charge From Human Resource	67,844	86,516	86,516	86,516	93,770
ID Charge From Information Tec	95,789	80,291	80,291	80,291	65,215
ID Charge From Engineering	5,115	-	-	-	-
ID Charge From Fleet Services	1,255	3,635	3,635	1,031	1,016
ID Charge From Mayor	22,695	31,237	31,237	31,237	28,791
ID Charge From Insurance	135,008	112,874	112,874	112,874	112,874
ID Charge From Workers Comp	34,192	37,337	37,337	37,337	37,337
TOTAL	\$ 497,256	\$ 514,231	\$ 514,231	\$ 511,627	\$ 485,322

Transfer Out

	2020 Actual	2021 Adopted	2021 Projected	2022 Request	2022 Executive
Transfer Out To General	338,200	338,200	338,200	338,200	338,200
Transfer Out To Debt Service	-	51,223	-	51,223	52,826
TOTAL	\$ 338,200	\$ 389,423	\$ 338,200	\$ 389,423	\$ 391,026

Position Summary

Classification	CG	2021 Budget		2022 Budget			
		Adopted		Request		Executive	
		FTEs	Amount	FTEs	Amount	FTEs	Amount
ACCT TECH 2-20	20	2.00	110,511	2.00	111,190	2.00	111,190
ADMIN CLK 1-20	20	3.00	179,820	3.00	166,523	3.00	166,523
COMM EVENTS COORD-18	18	1.00	68,790	1.00	68,266	1.00	68,266
CUSTODIAL WKR 2-16	16	5.00	278,951	5.00	265,490	5.00	265,490
CUSTODIAL WKR 2-16 PT	16	0.50	48,747	0.50	24,188	0.50	24,188
FACILITY MAINT WKR-16	16	2.00	127,661	2.00	117,910	2.00	117,910
GARDENER-16	16	1.00	61,231	1.00	60,765	1.00	60,765
IT SPEC 2-18	18	1.00	81,558	1.00	67,315	1.00	67,315
IT SPEC 3-18	18	1.00	96,456	1.00	96,599	1.00	96,599
M.T. ASSOC DIRECTOR-18	18	2.00	209,903	2.00	214,983	2.00	214,983
M.T. ASST OPERATIONS MGR-18	18	1.00	78,328	-	-	-	-
M.T. ASST OPERATIONS SUPV-18	18	1.00	75,293	1.00	74,720	1.00	74,720
M.T. BLDG MAINT SUPV-18	18	1.00	76,941	1.00	79,880	1.00	79,880
M.T. BOOKING COORD-20	20	1.00	63,882	1.00	63,396	1.00	63,396
M.T. COM.REL.SUPV-18	18	1.00	76,941	1.00	79,880	1.00	79,880
M.T. COMMAND CTR OPER-16	16	4.00	240,660	4.00	239,371	4.00	239,371
M.T. DIRECTOR-21	21	1.00	138,771	1.00	137,714	1.00	137,714
M.T. EVENT COORD-20	20	3.00	186,337	3.00	184,920	3.00	184,920
M.T. EVENT SERVS MGR-18	18	1.00	80,994	1.00	80,378	1.00	80,378
M.T. GIFT SHOP MGR-18	18	1.00	68,790	1.00	70,903	1.00	70,903
M.T. OPER LDWKR-16	16	4.00	249,545	4.00	241,065	4.00	241,065
M.T. OPERATIONS MGR-18	18	-	-	1.00	88,667	1.00	88,667
M.T. OPERS WKR-16	16	6.00	325,803	6.00	297,788	6.00	297,788
M.T. SALES ASSOC-19	19	2.00	117,022	2.00	118,063	2.00	118,063
M.T. SALES MGR-19	19	1.00	90,832	1.00	90,140	1.00	90,140
M.T. TECH SERVS SPEC 1-16	16	1.00	68,756	1.00	68,233	1.00	68,233
M.T. VOL/TOUR COORD-18	18	1.00	72,096	1.00	71,548	1.00	71,548
MAINT MECH 1-16	16	2.00	142,269	2.00	141,824	2.00	141,824
MAINT MECH 1-16 PT	16	0.50	57,765	0.50	28,663	0.50	28,663
MAINT MECH 2-16	16	1.00	57,765	1.00	57,326	1.00	57,326
MKTG/COMMUN SPEC-18	18	1.00	69,866	1.00	69,335	1.00	69,335
QI & OPER MGR-18	18	1.00	88,543	1.00	92,236	1.00	92,236
SALES CLERK-20 PT	20	0.75	38,400	0.75	33,456	0.75	33,456
TOTAL		54.75	3,729,227	54.75	3,602,735	54.75	3,602,735

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.