

Monona Terrace Comm Conv Ctr

Agency Budget by Fund

Fund	2022 Actual	2023 Adopted	2023 Actual	2024 Adopted	2025 C2C	2025 Request
Convention Center	13,126,179	13,913,314	16,123,666	14,701,064	14,917,844	14,922,506
Total	\$ 13,126,179	\$ 13,913,314	\$ 16,123,666	\$ 14,701,064	\$ 14,917,844	\$ 14,922,506

Agency Budget by Service

Service	2022 Actual	2023 Adopted	2023 Actual	2024 Adopted	2025 C2C	2025 Request
Community Convention Center	13,126,179	13,913,314	16,123,666	14,701,064	14,917,844	14,922,506
Total	\$ 13,126,179	\$ 13,913,314	\$ 16,123,666	\$ 14,701,064	\$ 14,917,844	\$ 14,922,506

Agency Budget by Major-Revenue

Major Revenue	2022 Actual	2023 Adopted	2023 Actual	2024 Adopted	2025 C2C	2025 Request
Charges For Services	(8,360,762)	(8,734,200)	(9,709,884)	(9,142,625)	(9,362,344)	(9,299,325)
Invest Other Contrib	(1)	(23,700)	(7)	(23,700)	(23,700)	(23,700)
Misc Revenue	(110,772)	(139,800)	(93,561)	(139,800)	(139,800)	(139,800)
Other Finance Source	(504,072)	(189,889)	(938,154)	(2,939)	-	(67,681)
Transfer In	(4,150,573)	(4,825,725)	(5,382,060)	(5,392,000)	(5,392,000)	(5,392,000)
Total	\$ (13,126,179)	\$ (13,913,314)	\$ (16,123,666)	\$ (14,701,064)	\$ (14,917,844)	\$ (14,922,506)

Agency Budget by Major-Expense

Major Expense	2022 Actual	2023 Adopted	2023 Actual	2024 Adopted	2025 C2C	2025 Request
Salaries	4,125,161	4,263,970	4,591,878	4,811,418	4,943,115	4,975,130
Benefits	1,280,810	1,399,216	1,393,703	1,497,336	1,475,574	1,475,574
Supplies	811,912	449,059	2,288,729	436,129	436,129	438,129
Purchased Services	6,041,546	6,911,599	6,906,932	7,041,569	7,006,569	7,041,269
Debt Othr Financing	59,804	-	96,407	-	64,053	-
Inter Depart Charges	468,746	494,328	507,818	516,532	594,324	594,324
Transfer Out	338,200	395,141	338,200	398,080	398,080	398,080
Total	\$ 13,126,179	\$ 13,913,314	\$ 16,123,666	\$ 14,701,064	\$ 14,917,844	\$ 14,922,506



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

ONE JOHN NOLEN DRIVE MADISON, WI 53703 TEL 608 261-4000 FAX 608 261-4049

TO: Mayor Satya Rhodes-Conway
FROM: Connie Thompson, Executive Director
DATE: July 19, 2024
SUBJECT: 2025 Operating Budget Transmittal Memo
CC: Deputy Mayors; Finance Director, Budget & Program Evaluation Staff

Goals of Agency's Operating Budget

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, attempting to stay 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

Our 2025 Building revenue is currently forecast to be \$4,462,825, an increase of \$156,700 from the 2024 adopted revenue budget of \$4,306,125. Building Event Revenue increased primarily due to an increase in average revenues in several of our Event types (Banquets, Meetings, Conferences).

Monona Terrace's 2025 Operating Expense request is currently \$221,442 higher than the adopted 2024 Operating budget. This is primarily due to an increase in permanent salaries, and an approximately \$78,000 increase in Inter-Departmental charges and Insurance costs.

As directed by the City Finance Department, our Room Tax request is currently at the same level as our 2024 Adopted Budget - \$5,392,000. This results in a deficit of \$67,681, which is currently in our "Fund Balance Applied" account. This is primarily due to the increase in Inter-Departmental charges. As Room Tax budget amounts are developed for 2025, we request that this Fund Balance Applied amount be replaced with additional Room Tax support.

Reallocations and Other Changes (if applicable)

A current plan for 2025 is to eliminate our currently vacant Associate Director position, and re-assign that position's duties to two current positions through a reclassification opportunity for those two positions. Additionally, a 50% Gift Shop Sales Clerk position would be created, resulting in a net .50 position reduction from our current FTE number of permanent positions.

2025 Operating Budget Service Budget Proposal Form

Part 1. Identifying Information

Select your Agency:	Monona Terrace Comm Conv Ctr
Enter your Service:	Community and Convention Center

Please provide an updated Service Description below.

If this is an existing service, please see the "Service Description" in the [2024 Adopted Budget](#). Write "No change needed," if applicable. Otherwise, please provide a complete updated description. **NO CHANGE NEEDED**

If this is a new service due to the agency's Results Madison restructure, please provide a 2-4 sentence description of the service and its goals.

Updated Service Description:

NO CHANGE NEEDED

Please provide updated Activities Performed by Service.

If this is an existing service, please see the "Activities Performed by Service" in the [2024 Adopted Budget](#). Write "No change needed," if applicable. Otherwise, please provide a complete updated list of activities. **NO CHANGE NEEDED**

If this is a new service due to the agency's Results Madison restructure, please provide a list of major activities using the format *Activity Name: Description*.

Updated Activities Performed by Service:

NO CHANGE NEEDED

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 **Major level**.

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

- Moving \$10,000+ from one Major to another Major

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

- Total changes of less than \$10,000 at the Major level.
- Object level changes do not need additional justification 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 the proposed changes are a technical correction to the agency’s base budget, simply state that the change is a correction/adjustment in the narrative questions below.

Summary Table of Major Changes of \$10,000 or More

Complete the table below to detail changes at the Major level and answer the narrative questions to describe your changes. **If there are no significant changes, skip this section**

Fund	Major	\$ Change	Description
2140 - CONVENTION CENTER	43 - CHARGES FOR SERVICES	63,019	Facility revenues were increased by \$220k in cost-to-continue versus the 2024 adopted budget. Updated request amounts lower projected revenues by \$63k. The request amount is \$156k above the 2024 budget.
2140 - CONVENTION CENTER	51 - SALARIES	32,015	Increased premiums to adequately account for Sales staff quarterly incentives
2140 - CONVENTION CENTER	54 – PURCHASED SERVICES	34,700	Adjustments to utilities and software
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.
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Select	Select	Enter \$.	Click or tap here to enter text.
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Select	Select	Enter \$.	Click or tap here to enter text.

Explain the impact of the proposed change(s). Will there be a change to current activities or service levels? Why is this change needed in the 2025 budget?

The increase in event revenue helps us to balance our operating budget.

Explain how your proposed change(s) will align with your draft 2024-2025 Department Equity Action Plan. Will the change(s) address specific inequities or advance other equity goals? Is the change related to a Neighborhood Resource Team (NRT) recommendation? Be as specific as possible.

Should not impact our Department Equity Action plan.

Part 3. Personnel Changes

All proposed personnel changes must be submitted for review, even if the change is net neutral. Agencies should contact their HR Analyst to discuss proposed changes prior to submitting their request. **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, provide the position number and briefly describe the change:

#102 – elimination of Associate Director position

#3596 – reclassification and increase in duties and responsibilities of Operations Manager

#3782 – reclassification and increase in duties and responsibilities of Gift Shop Manager

TBD - creation of a 50% Gift Shop Salesclerk position

of FTEs: Does your proposal change the total number of FTE positions?

- No – No change to # of FTEs
- Yes – Includes proposed change to # of FTEs

**Note: If "Yes," the proposed change must be net neutral to the target budget, and salary and benefits must be considered when computing the cost of the change.*

If yes, provide the position classification and briefly describe the change:

#102 – Elimination of Associate Director position. The duties of the Associate Director position are being split up and added to positions #3596 Operation Manager and #3782 Gift Shop Manager, and creation of a new 50% Gift Shop Salesclerk position.

Explain the impact of your proposed personnel change(s). Will there be a change to current activities or service levels? Why is this change needed in the 2025 budget?

There is not a change to service levels. The proposed change redistributes the Associate Director position job duties to the two existing positions of #3596 Operation Manager and #3782 Gift Shop Manager. And adds a new position to the Gift Shop to maintain current service and activity levels in the Gift Shop.