

# Monona Terrace

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## *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.

### 2021 Budget Highlights

The 2021 Executive Budget:

- Proposes \$1.62 million (or 17%) in expenditure reductions, not including catering concessions, to offset projected revenue losses in 2021. These reductions are intended to be temporary and align with scheduled events and projected revenues. These reductions include:
  - Permanent Wages (\$680,000)
  - Hourly Wages (\$424,000)
  - Supplies (\$216,000)
  - Purchased Services (\$310,000)
- Assumes a decrease in event revenue based on 2021 event analysis (\$574,000).
- Decreases Room Tax net operating subsidy as approved by the Room Tax Commission (\$736,000).

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

## Agency Budget by Fund

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive
Convention Center	15,411,295	15,297,347	9,572,472	12,632,745	12,693,037
<b>TOTAL</b>	<b>\$ 15,411,295</b>	<b>\$ 15,297,347</b>	<b>\$ 9,572,472</b>	<b>\$ 12,632,745</b>	<b>\$ 12,693,037</b>

## Agency Budget by Service

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive
Community Convention Center	15,411,295	15,297,347	9,572,472	12,632,745	12,693,037
<b>TOTAL</b>	<b>\$ 15,411,295</b>	<b>\$ 15,297,347</b>	<b>\$ 9,572,472</b>	<b>\$ 12,632,745</b>	<b>\$ 12,693,037</b>

## Agency Budget by Major-Revenue

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive
Charges For Services	(10,160,966)	(10,484,275)	(4,218,948)	(8,484,170)	(8,835,170)
Investments & Other Contributions	(3)	(23,700)	-	(23,700)	(23,700)
Misc Revenue	(62,774)	(172,800)	(147,384)	(139,800)	(139,800)
Other Financing Source	(5,329)	(321,556)	(2,308,632)	(582,575)	(135,065)
Transfer In	(5,182,223)	(4,295,016)	(2,897,508)	(3,402,500)	(3,559,302)
<b>TOTAL</b>	<b>\$ (15,411,295)</b>	<b>\$ (15,297,347)</b>	<b>\$ (9,572,472)</b>	<b>\$ (12,632,745)</b>	<b>\$ (12,693,037)</b>

## Agency Budget by Major-Expenses

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive
Salaries	4,443,995	4,511,764	3,255,381	3,389,822	3,361,042
Benefits	1,734,301	1,318,295	1,395,603	1,319,456	1,372,314
Supplies	904,956	558,784	253,019	342,745	342,745
Purchased Services	7,040,133	8,023,082	4,108,881	6,713,282	6,713,282
Debt & Other Financing	532,318	386,494	48,294	386,494	-
Inter Depart Charges	417,390	498,928	498,928	480,946	514,231
Transfer Out	338,200	-	12,365	-	389,423
<b>TOTAL</b>	<b>\$ 15,411,295</b>	<b>\$ 15,297,347</b>	<b>\$ 9,572,472</b>	<b>\$ 12,632,745</b>	<b>\$ 12,693,037</b>

# 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

- Reduced revenues \$1.4 million compared to the 2020 Adopted Budget, not including catering concessions or applied fund balance. This reduction is based on the following assumptions:
  - o Room Tax: decreased by \$736,000 from \$4.3 million to \$3.56 million
  - o Event Bookings: decreased by \$574,000 from \$4.33 million to \$3.75 million
  - o Gift Shop and Miscellaneous: decreased by \$108,000
- Reduced expenditures, not including catering concessions, by \$1.62 million by implementing the following reductions:
  - o Permanent Wages: decreased by \$680,000, which will require holding 9.75 FTE positions vacant for all of 2021
  - o Hourly Wages: decreased by \$424,000 from \$800,000 to \$376,000
  - o Supplies: decreased by \$216,000 from \$559,000 to \$343,000
  - o Purchased Services: decreased by \$310,000 from \$2.02 million to \$1.7 million

### 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

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive
General	-	-	-	-	-
Other-Expenditures	15,411,295	15,297,347	9,572,472	12,632,745	12,693,037
<b>TOTAL</b>	<b>\$ 15,411,295</b>	<b>\$ 15,297,347</b>	<b>\$ 9,572,472</b>	<b>\$ 12,632,745</b>	<b>\$ 12,693,037</b>

### Service Budget by Account Type

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive
Revenue	(15,411,295)	(15,297,347)	(9,572,472)	(12,632,745)	(12,693,037)
Personnel	6,178,297	5,830,059	4,650,984	4,709,278	4,733,356
Non-Personnel	8,815,608	8,968,360	4,422,559	7,442,521	7,445,450
Agency Charges	417,390	498,928	498,928	480,946	514,231
<b>TOTAL</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>

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

## Charges for Service

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive
Catering Concessions	(4,975,737)	(6,000,000)	(2,487,869)	(5,000,000)	(5,000,000)
Facility Rental	(5,028,535)	(4,325,525)	(1,643,408)	(3,400,575)	(3,751,575)
Reimbursement Of Expense	(422)	-	-	-	-
Gift Shop Sales	(146,882)	(148,000)	(84,408)	(76,500)	(76,500)
Building Tours	(9,389)	(10,750)	(3,263)	(7,095)	(7,095)
<b>TOTAL</b>	<b>\$ (10,160,966)</b>	<b>\$ (10,484,275)</b>	<b>\$ (4,218,948)</b>	<b>\$ (8,484,170)</b>	<b>\$ (8,835,170)</b>

## Investments &amp; Contributions

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive
Interest	(3)	-	-	-	-
Contributions & Donations	-	(23,700)	-	(23,700)	(23,700)
<b>TOTAL</b>	<b>\$ (3)</b>	<b>\$ (23,700)</b>	<b>\$ -</b>	<b>\$ (23,700)</b>	<b>\$ (23,700)</b>

## Misc Revenue

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive
Miscellaneous Revenue	(62,774)	(172,800)	(147,384)	(139,800)	(139,800)
<b>TOTAL</b>	<b>\$ (62,774)</b>	<b>\$ (172,800)</b>	<b>\$ (147,384)</b>	<b>\$ (139,800)</b>	<b>\$ (139,800)</b>

## Other Finance Sources

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive
Sale Of Assets	-	-	(150)	-	-
Capital Contributions	(5,329)	-	-	-	-
Fund Balance Applied	-	(321,556)	(2,308,482)	(582,575)	(135,065)
<b>TOTAL</b>	<b>\$ (5,329)</b>	<b>\$ (321,556)</b>	<b>\$ (2,308,632)</b>	<b>\$ (582,575)</b>	<b>\$ (135,065)</b>

## Transfer In

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive
Transfer In From Other Restrict	(5,179,211)	(4,295,016)	(2,897,508)	(3,402,500)	(3,559,302)
Transfer In From Insurance	(3,012)	-	-	-	-
<b>TOTAL</b>	<b>\$ (5,182,223)</b>	<b>\$ (4,295,016)</b>	<b>\$ (2,897,508)</b>	<b>\$ (3,402,500)</b>	<b>\$ (3,559,302)</b>

## Salaries

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive
Permanent Wages	3,424,785	3,723,417	2,879,843	3,729,227	3,729,227
Salary Savings	-	(150,276)	-	(807,080)	(835,860)
Pending Personnel	-	28,099	-	-	-
Premium Pay	17,403	28,974	10,972	28,974	28,974
Compensated Absence	109,654	45,201	106,999	45,201	45,201
Hourly Wages	761,206	800,249	222,148	375,500	375,500
Overtime Wages Permanent	38,195	36,100	13,046	18,000	18,000
Overtime Wages Hourly	92,752	-	20,721	-	-
Election Officials Wages	-	-	1,651	-	-
<b>TOTAL</b>	<b>\$ 4,443,995</b>	<b>\$ 4,511,764</b>	<b>\$ 3,255,381</b>	<b>\$ 3,389,822</b>	<b>\$ 3,361,042</b>

**Monona Terrace Comm Conv Ctr**

Function:

**Public Facilities***Line Item Detail*Agency Primary Fund: **Convention Center**

## Benefits

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive
Comp Absence Escrow	49,897	54,531	164,720	54,531	54,531
Unemployment Benefits	3,583	-	35,194	-	-
Health Insurance Benefit	611,187	673,354	615,091	678,195	731,082
Wage Insurance Benefit	11,876	10,813	10,196	10,598	11,168
IATSE Health Benefit	48,783	21,780	25,313	21,780	21,780
WRS	258,423	247,806	236,752	244,532	244,532
FICA Medicare Benefits	324,359	279,333	277,900	279,142	278,543
Post Employment Health Plans	29,712	30,678	30,438	30,678	30,678
Other Post Emplmnt Benefit	76,025	-	-	-	-
Pension Expense	320,457	-	-	-	-
<b>TOTAL</b>	<b>\$ 1,734,301</b>	<b>\$ 1,318,295</b>	<b>\$ 1,395,603</b>	<b>\$ 1,319,456</b>	<b>\$ 1,372,314</b>

## Supplies

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive
Office Supplies	8,811	21,944	7,948	16,200	16,200
Copy Printing Supplies	5,414	6,500	2,364	4,000	4,000
Hardware Supplies	9,375	9,000	5,114	6,000	6,000
Software Lic & Supplies	10,483	15,220	14,630	14,120	14,120
Postage	10,234	9,600	4,616	4,950	4,950
Books & Subscriptions	156	1,105	615	650	650
Work Supplies	46,428	55,368	32,812	42,800	42,800
Janitorial Supplies	77,046	64,000	35,856	44,000	44,000
Safety Supplies	2,529	4,400	1,736	3,000	3,000
Uniform Clothing Supplies	3,600	13,800	10,146	8,850	8,850
Food And Beverage	19,595	21,775	18,580	20,975	20,975
Building	3,395	-	3,250	-	-
Building Supplies	17,395	33,017	8,161	29,000	29,000
Electrical Supplies	23,874	30,103	23,674	25,500	25,500
HVAC Supplies	9,736	20,000	18,030	22,000	22,000
Plumbing Supplies	3,837	8,000	10,789	8,000	8,000
Trees Shrubs Plants	7,184	10,000	8,049	10,000	10,000
Equipment Supplies	564,136	134,112	34,955	32,400	32,400
Inventory	81,728	100,840	11,694	50,300	50,300
<b>TOTAL</b>	<b>\$ 904,956</b>	<b>\$ 558,784</b>	<b>\$ 253,019</b>	<b>\$ 342,745</b>	<b>\$ 342,745</b>

## Purchased Services

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive
Natural Gas	4,738	8,000	3,492	8,000	8,000
Fuel Oil	2,723	1,500	500	1,500	1,500
Electricity	372,175	350,000	291,581	360,000	360,000
Water	39,319	50,000	31,538	50,000	50,000
Steam	183,508	200,000	196,852	200,000	200,000
Telephone	14,916	12,000	10,575	10,000	10,000
Cellular Telephone	6,742	6,000	6,099	6,000	6,000
Systems Comm Internet	7,350	-	7,350	-	-
Building Improv Repair Maint	136,614	122,000	102,892	105,000	105,000
Waste Disposal	22,331	35,000	18,012	30,000	30,000
Pest Control	2,636	2,500	1,760	2,500	2,500
Elevator Repair	75,805	100,000	94,962	100,000	100,000
Facility Rental	25,219	25,000	25,511	25,000	25,000
Landscaping	5,333	20,000	9,191	20,000	20,000
Comm Device Mntc	85,238	30,000	46,693	30,000	30,000
Equipment Mntc	40,042	36,000	32,737	35,000	35,000
System & Software Mntc	9,994	9,350	8,116	9,350	9,350

# Monona Terrace Comm Conv Ctr

Function: Public Facilities

## Line Item Detail

Agency Primary Fund: Convention Center

Rental Of Equipment	130,652	65,503	135,713	29,651	29,651
Recruitment	916	1,000	2,685	500	500
Mileage	71	425	-	250	250
Conferences & Training	41,775	46,088	5,435	14,500	14,500
Memberships	13,859	10,740	7,700	7,405	7,405
Uniform Laundry	61,372	100,000	51,064	80,000	80,000
Audit Services	4,000	4,000	4,000	4,000	4,000
Credit Card Services	112,092	100,000	59,367	85,000	85,000
Delivery Freight Charges	1,036	1,000	19	500	500
Storage Services	330	360	150	300	300
Management Services	117,089	90,000	61,514	80,000	80,000
Consulting Services	55,595	50,500	73,413	23,500	23,500
Advertising Services	247,167	290,426	190,917	209,926	209,926
Printing Services	7,735	12,100	10,203	11,100	11,100
Security Services	76,704	75,000	34,986	45,000	45,000
Catering Vending Services	4,975,737	6,000,000	2,487,869	5,000,000	5,000,000
Other Services & Expenses	154,785	162,590	90,985	122,300	122,300
Permits & Licenses	4,536	6,000	5,000	7,000	7,000
<b>TOTAL</b>	<b>\$ 7,040,133</b>	<b>\$ 8,023,082</b>	<b>\$ 4,108,881</b>	<b>\$ 6,713,282</b>	<b>\$ 6,713,282</b>

## Debt & Other Financing

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive
Principal	-	35,929	-	35,929	-
Interest	61,951	12,365	48,294	12,365	-
PILOT	-	338,200	-	338,200	-
Fund Balance Generated	470,367	-	-	-	-
<b>TOTAL</b>	<b>\$ 532,318</b>	<b>\$ 386,494</b>	<b>\$ 48,294</b>	<b>\$ 386,494</b>	<b>\$ -</b>

## Inter-Departmental Charges

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive
ID Charge From Attorney	32,437	38,408	38,408	38,408	60,656
ID Charge From Civil Rights	-	-	-	-	16,122
ID Charge From Clerk	565	388	388	388	-
ID Charge from EAP	2,454	9,725	9,725	9,725	13,810
ID Charge From Finance	76,429	86,837	86,837	86,837	71,753
ID Charge From Human Resource	64,351	67,844	67,844	67,844	86,516
ID Charge From Information Tec	57,711	95,789	95,789	95,789	80,291
ID Charge From Treasurer	9,051	-	-	-	-
ID Charge From Engineering	690	5,115	5,115	5,115	-
ID Charge From Fleet Services	3,642	2,927	2,927	3,934	3,635
ID Charge From Mayor	22,806	22,695	22,695	22,695	31,237
ID Charge From Insurance	104,980	135,008	135,008	112,874	112,874
ID Charge From Workers Comp	42,274	34,192	34,192	37,337	37,337
<b>TOTAL</b>	<b>\$ 417,390</b>	<b>\$ 498,928</b>	<b>\$ 498,928</b>	<b>\$ 480,946</b>	<b>\$ 514,231</b>

## Transfer Out

	2019 Actual	2020 Adopted	2020 Projected	2021 Request	2021 Executive
Transfer Out To General	338,200	-	12,365	-	338,200
Transfer Out To Debt Service	-	-	-	-	51,223
<b>TOTAL</b>	<b>\$ 338,200</b>	<b>\$ -</b>	<b>\$ 12,365</b>	<b>\$ -</b>	<b>\$ 389,423</b>

# Monona Terrace

Function: Public Facilities

## Position Summary

Classification	CG	2020 Adopted Budget		2021 Budget			
		Adopted		Request		Executive	
		FTEs	Amount	FTEs	Amount	FTEs	Amount
ACCT TECH 2-20	20	2.00	109,418	2.00	110,511	2.00	110,511
ADMIN CLK 1-20	20	3.00	178,041	3.00	179,820	3.00	179,820
COMM EVENTS COORD-18	18	1.00	68,109	1.00	68,790	1.00	68,790
CUSTODIAL WKR 2-16	16	5.00	276,191	5.00	278,951	5.00	278,951
CUSTODIAL WKR 2-16 PT	16	0.50	48,265	0.50	48,747	0.50	48,747
FACILITY MAINT WKR-16	16	2.00	126,398	2.00	127,661	2.00	127,661
GARDENER-16	16	1.00	60,625	1.00	61,231	1.00	61,231
IT SPEC 2-18	18	1.00	80,751	1.00	81,558	1.00	81,558
IT SPEC 3-18	18	1.00	95,501	1.00	96,456	1.00	96,456
M.T. ASSOC DIRECTOR-18	18	2.00	207,825	2.00	209,903	2.00	209,903
M.T. ASST OPERATIONS MGR-18	18	1.00	77,553	1.00	78,328	1.00	78,328
M.T. ASST OPERATIONS SUPV-18	18	1.00	74,548	1.00	75,293	1.00	75,293
M.T. BLDG MAINT SUPV-18	18	1.00	76,180	1.00	76,941	1.00	76,941
M.T. BOOKING COORD-20	20	1.00	63,250	1.00	63,882	1.00	63,882
M.T. COM.REL.SUPV-18	18	1.00	76,180	1.00	76,941	1.00	76,941
M.T. COMMAND CTR OPER-16	16	4.00	238,278	4.00	240,660	4.00	240,660
M.T. DIRECTOR-21	21	1.00	137,398	1.00	138,771	1.00	138,771
M.T. EVENT COORD-20	20	3.00	184,494	3.00	186,337	3.00	186,337
M.T. EVENT SERV MGR-18	18	1.00	80,193	1.00	80,994	1.00	80,994
M.T. GIFT SHOP MGR-18	18	1.00	68,109	1.00	68,790	1.00	68,790
M.T. OPER LDWKR-16	16	4.00	247,076	4.00	249,545	4.00	249,545
M.T. OPERS WKR-16	16	6.00	322,581	6.00	325,803	6.00	325,803
M.T. SALES ASSOC-19	19	2.00	115,865	2.00	117,022	2.00	117,022
M.T. SALES MGR-19	19	1.00	89,933	1.00	90,832	1.00	90,832
M.T. TECH SERV SPEC 1-16	16	1.00	68,076	1.00	68,756	1.00	68,756
M.T. VOL/TOUR COORD-18	18	1.00	71,383	1.00	72,096	1.00	72,096
MAINT MECH 1-16	16	2.00	140,861	2.00	142,269	2.00	142,269
MAINT MECH 1-16 PT	16	0.50	57,194	0.50	57,765	0.50	57,765
MAINT MECH 2-16	16	1.00	57,194	1.00	57,765	1.00	57,765
MKTG/COMMUN SPEC-18	18	1.00	69,175	1.00	69,866	1.00	69,866
QI & OPER MGR-18	18	1.00	87,667	1.00	88,543	1.00	88,543
SALES CLERK-20 PT	20	0.75	38,020	0.75	38,400	0.75	38,400
<b>TOTAL</b>		<b>54.75</b>	<b>3,692,332</b>	<b>54.75</b>	<b>3,729,227</b>	<b>54.75</b>	<b>3,729,227</b>

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.