



# MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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DATE: August 1, 2024  
TO: Monona Terrace Executive & Finance Committees  
FROM: Connie Thompson, Executive Director  
SUBJECT: 2025 Operating Budget

## INTRODUCTION:

The Mayor's operating budget guidelines directed City enterprise agencies to submit a budget that is consistent with current agency revenue projections for 2025. We are budgeting 2025 building revenue at \$4,462,825, which is \$156,700 more than 2024. Our Operating expenses increased by \$221,440, from \$9,701,066 in 2024 to \$9,922,506 in 2025.

On the revenue side the increase is primarily due to an increase in Meeting business being projected at this time. The increase on the expense side is due to anticipated wage increases, increases in benefits, and an increase in Inter-Departmental expenses.

The breakdown of our expense increases is:

1. Payroll - \$141,948
2. Purchased Supplies – (\$300)
3. Purchased Services - \$2,000
4. Inter-D/Other – 77,792

The City Finance Department instructed us to use the 2024 adopted Room Tax Fund contribution for 2025's Operating Expenses, which was \$5,392,000. As of right now, that leaves us with a Fund Balance Applied of \$67,681, which allows Monona Terrace to submit a balanced budget.

Budget submissions were due at the City Finance Office **on July 19 this year**. We provided our requested budget to the Finance Office; with the understanding there may be changes, based on the Board's final approval on August 15, 2024. This is consistent with what we have done in past years.

## **THE BUDGET:**

### **2025 Revenue Projections**

Based on the future business levels we are seeing, Monona Terrace 2025 event revenues are projected to be higher than the 2024 budgeted amount. Event revenue is projected to be \$155,700 higher than our 2024 adopted budget, and Miscellaneous revenue is increased by \$1,000, for a total building revenue increase of \$156,700. Total 2025 building revenue is projected to be \$4,462,825.

### **2025 Expenditure Request**

Details of the proposed budget are provided in the following pages, but here is a brief summary of some of the expense budget highlights:

- The overall expense budget is projected to be \$221,440 higher than the adopted 2024 budget.
- Purchased Supplies and Purchased Services combined are projected to be \$1,700 more than the adopted 2024 budget.
- Payroll (Salaries and Wages) is expected to increase by \$141,948. The main reason for the increase is anticipated wage increases in January 2025, and increases to benefits.
- PILOT, Inter-departmental Charges and WRS Debt Service payments increased by \$77,792.

## **SUMMARY:**

2025 is shaping up to be moderately better than 2024 as we continue on the path to full recovery. Conventions are currently at a slightly lower number of events for 2025, but Conferences are anticipated to help make up for the lower number of conventions. We remain hopeful that 2025 proves to be another year in which we make progress towards pre-pandemic levels of business.

We look forward to discussing this budget request at the Finance Committee meeting on Thursday, August 15 at 3:00 pm.