Wisconsin Union
Operating Budget for FY25

Union Council
March 14, 2024
Budget Significant Factors

• Retail Sales Slowly Growing
  • Budget Adjustment in Early FY24
  • Continued impact of remote work

• Salaries, Wages
  • 4% Pay Plan for FY24
  • 2% Pay Plan for FY25

• Business Growth in Conferences and Events

• Slight Decrease in Overall Segregated Fee
  • $3.77 per semester/student increase in the Operating Budget Seg Fee
  • $3.98 per semester/student decrease in the Debt Service Budget Seg Fee
Budget Highlights: Campus Life

• Re-envision Sett Pub as Place for Sports
• New Position to expand revenue-generating Member & Community Experiences
• Wisconsin Union Theater
  • Scheduling 28 shows for FY25
  • Mini-Residencies in Collaboration with School of Music, Theater Dept, Dance Dept
• Terrace Season as Festival
Budget Highlights: Dining

• Re-envision Sett Pub as Place for Sports
• Meal Plan for Non-Residential Students
• Meal Plan Exchange for Residential Students
• Mobile Ordering
• Digital Menu Installation
• New Position to Manage Meal Plan, Mobile Ordering, Digital Menus
• Indian Food Concept
• Changes at Badger Market at Biochemistry Bldg. and Union Commons
Budget Highlights: Operations

• UW Conferences and Events
  • Partnerships with Discovery Building and College of Engineering
  • Establish New Web Presence and Intake Operation
  • Hire new Sales Staff Person
• Expansion of Vending Services
• Marketing Associate Director Position
• Two Financial and Administrative Positions
• Rebuilding Internal Information Technology Department
• Continued Slow Down of Hiring for FY24 and FY25
# Four Year Perspective

<table>
<thead>
<tr>
<th></th>
<th>21-22A Actual</th>
<th>22-23A Actual</th>
<th>Original Budget</th>
<th>Revised Budget</th>
<th>New Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Total Direct Revenue</td>
<td>26,946,856</td>
<td>31,380,927</td>
<td>39,398,964</td>
<td>35,603,442</td>
<td>38,118,196</td>
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<tr>
<td>Segregated Fees</td>
<td>12,837,775</td>
<td>13,392,571</td>
<td>15,079,660</td>
<td>14,982,684</td>
<td>15,720,667</td>
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<tr>
<td>Other Revenue</td>
<td>1,368,693</td>
<td>3,062,768</td>
<td>1,733,094</td>
<td>2,692,597</td>
<td>2,704,939</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td>43,525,924</td>
<td>50,944,658</td>
<td>59,417,850</td>
<td>56,928,686</td>
<td>60,983,257</td>
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<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Cost of Goods Sold</td>
<td>10,546,864</td>
<td>12,006,400</td>
<td>13,720,995</td>
<td>12,311,294</td>
<td>12,788,806</td>
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<tr>
<td>Dining Expenses</td>
<td>9,446,079</td>
<td>11,907,169</td>
<td>12,788,919</td>
<td>12,809,128</td>
<td>12,873,880</td>
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<tr>
<td>Social Education Expenses</td>
<td>4,426,351</td>
<td>5,861,842</td>
<td>7,491,688</td>
<td>7,763,746</td>
<td>8,514,104</td>
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<tr>
<td>Facilities &amp; Hotel Expenses</td>
<td>6,670,654</td>
<td>8,188,879</td>
<td>8,859,480</td>
<td>9,600,946</td>
<td>9,588,536</td>
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<tr>
<td>Events Expenses</td>
<td>2,750,079</td>
<td>3,335,751</td>
<td>3,679,127</td>
<td>4,441,321</td>
<td>4,524,858</td>
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<tr>
<td>Administration, Strategy, Support Expenses</td>
<td>5,580,930</td>
<td>7,193,010</td>
<td>8,015,516</td>
<td>6,993,729</td>
<td>7,638,080</td>
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<tr>
<td>Miscellaneous Expenses</td>
<td>2,649,435</td>
<td>4,051,299</td>
<td>4,862,126</td>
<td>3,885,690</td>
<td>5,054,994</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>42,070,391</td>
<td>52,544,350</td>
<td>59,417,850</td>
<td>57,805,852</td>
<td>60,983,258</td>
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<tr>
<td><strong>Net Income</strong></td>
<td>1,455,533</td>
<td>(1,599,692)</td>
<td>-</td>
<td>(877,166)</td>
<td>-</td>
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</tbody>
</table>
Dining and Hotel 53%

Segregated Fees 26%

Programming 10%

Reimbursements 7%

Other Revenue 4%
EXPENSES

- Cost of Goods Sold: 21%
- Social Education: 14%
- Facilities & Hotel: 16%
- Administration, Strategy, Support: 13%
- Conference & Events Services: 7%
- Miscellaneous: 8%
- Dining: 21%
- Conference & Events Services: 7%
Total Budget: 5.5% Increase
Retail Revenue Forecast: 7% increase

Retail Revenue

- 21-22A
- 22-23A
- 23-24B
- 23-24EA
- 24-25B

- Memorial Union Retail Group
- Union South Retail
- Academic Retail Group

Memorial Union Retail Group
Union South Retail
Academic Retail Group
Reimbursements: 23% increase

Reimbursements: Services to Departments, Event & Conference Support

- 21-22A
- 22-23A
- 23-24B
- 23-24EA
- 24-25B

Events Reimbursements
Facilities Reimbursements
Administrative Reimbursements

Wisconsin Union
Experiences for a Lifetime
Salary, Wage, Fringe Expense: 2.6% increase

[Salary, Wage and Fringe Expenses chart]

- University Staff Wages
- Academic Staff Wages
- Fringe Expense
- Student Wages
- Temporary Employee Wages
Overall Decrease in Seg Fee Rates

Operating Budget

$165.36 Per student

+$3.77 = 169.14

$85.68 per student Debt Service Budget

$251.04 + 3.77 – 3.98 = $250.83

Total New Seg Fee is
## Proposed Debt Service Budget

<table>
<thead>
<tr>
<th></th>
<th>PRIOR YEARS’ BALANCE</th>
<th>2024</th>
<th>2025</th>
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<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Operating Budget Contribution</td>
<td></td>
<td>656,713</td>
<td>636,154</td>
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<tr>
<td>Segregated Fee for Debt Service Budget</td>
<td></td>
<td>7,892,185</td>
<td>7,628,015</td>
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<tr>
<td><strong>Expense</strong></td>
<td></td>
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<tr>
<td>Debt Service</td>
<td></td>
<td>8,048,222</td>
<td>7,475,809</td>
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<tr>
<td><strong>Balance for Fiscal Year</strong></td>
<td></td>
<td>500,676</td>
<td>788,360</td>
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<tr>
<td>Fund Balance with Prior Years</td>
<td></td>
<td>11,226,152</td>
<td>11,726,828</td>
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Pyle, Fluno and Registrations

• Jan. 2022: UWCC became part of the Division
• Jul. 2023: Integrated UWCC Operations with Wisconsin Union
• Projected deficits with expectation of continued campus support
• Integration with Union Creating Efficiencies
• Integral Part of UW Conferences and Events
• Pyle Center: Expanded Customer Market
• Fluno Center: New Partnership with School of Business
• Forthcoming: Multi-Year Plan to Gradually Decrease Campus Support
## Pyle, Fluno and Registrations Budget

<table>
<thead>
<tr>
<th></th>
<th>23-24EA</th>
<th>24-25B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Operating Revenue</td>
<td>9,461,039</td>
<td>10,110,089</td>
</tr>
<tr>
<td>Total Cost of Sales</td>
<td>1,168,991</td>
<td>1,283,337</td>
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<tr>
<td>Gross Margin</td>
<td>8,292,048</td>
<td>8,826,752</td>
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<tr>
<td>Total SW&amp;F</td>
<td>6,727,258</td>
<td>6,831,099</td>
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<tr>
<td>Total Supplies &amp; Services</td>
<td>3,146,766</td>
<td>3,174,966</td>
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<tr>
<td>Total Direct Operating Expenses</td>
<td>9,874,024</td>
<td>10,006,065</td>
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<tr>
<td>Performance Margin</td>
<td>(1,581,977)</td>
<td>(1,179,313)</td>
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<tr>
<td>Centralized Svcs Assessment</td>
<td>417,991</td>
<td>467,595</td>
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<tr>
<td>Net Income</td>
<td>(1,999,967)</td>
<td>(1,646,908)</td>
</tr>
<tr>
<td>Fluno - Anticipated Campus Support</td>
<td>439,448</td>
<td>370,000</td>
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<tr>
<td>Pyle - Anticipated Campus Support</td>
<td>533,468</td>
<td>564,543</td>
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<tr>
<td>Registrations - Anticipated Campus Support</td>
<td>517,653</td>
<td>537,125</td>
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<tr>
<td>Net Income After Support</td>
<td>(509,398)</td>
<td>(175,240)</td>
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