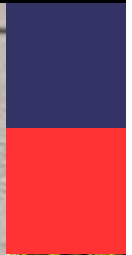




MONONA TERRACE COMMUNITY AND CONVENTION CENTER

2014 ANNUAL REPORT



LETTER FROM THE EXECUTIVE DIRECTOR



Just over 20 years ago, the City of Madison broke ground on a transformational focal point for the Madison community, the state of Wisconsin and the nation. The vision for this center was almost 60 years in the making and involved some of our city's most forward-thinking leaders, including John Nolen, Frank Lloyd Wright, George Nelson, Jerry Frautschi, Fred Miller and Mayor Paul Soglin. The result of their tireless efforts is the Monona Terrace



Community and Convention Center—a cornerstone of our amazing city.

Monona Terrace is a world-class facility that I am proud to have seen flourish over the past 18 years. I am committed to ensuring that it continues to provide social, cultural and economic benefit not only to the community we call home, but to the hundreds of thousands of individuals and groups that utilize it.



Looking back at the significant role Monona Terrace has played in the revitalization of downtown Madison is important, but it is not where I am focusing today. Celebrating the tens of thousands of local residents who take advantage of our community programming and alluring gathering spaces is worthy, but not my goal in this report. Reminiscing about the impressive list of conventions and meetings hosted at Monona Terrace in 2014—including those that centered on the economic welfare of Wisconsin, or child language disorders, or the global health of our environment—is laudable, but not my objective.



Today my focus is on the future. When we reach the milestone of 20 years in operation, I need to be able to say to this community that your investment made a significant difference and will continue to make a major difference for the next 20 years and beyond. That is where my attention lies.

So, how does Monona Terrace continue to be a vital asset, not only to our residents, local businesses, universities and state government, but also to the region and the nation in the years ahead? To answer that complex question, we need to focus on three key areas: 1) the growth potential that exists for Monona Terrace, 2) the business mix that creates the most value to our long-term sustainability and growth, and 3) our continued ability to compete for new, more sustainable and economically beneficial business with larger metropolitan communities like Minneapolis, Austin, Kansas City, Grand Rapids, Fort Worth and Des Moines.

To help me address these important issues and to illustrate how we can continue the positive momentum created by Monona Terrace, I have asked some of our strategic partners to join me in sharing their unique perspectives and expertise. I think you will appreciate their thoughtful, visionary comments and recommendations. Thank you for your interest in and continued commitment to Monona Terrace and our community.

Sincerely,

A handwritten signature in black ink that reads "Gregg McManis".

Gregg McManis, Executive Director
Monona Terrace Community and Convention Center
Madison, Wisconsin

LETTER FROM MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD

Community. Convention. These two words are not only part of our name, they are cornerstones of our focus as the Monona Terrace Community and Convention Center Board of Directors. In fact, it is impossible for us to separate them when talking about either the value that Monona Terrace has brought to the Greater Madison Area over the past 18 years or the opportunities that lie ahead.

As we review the successes and milestones of 2014 and look to the future, we need to celebrate the interdependency of these two facets of Monona Terrace and continue to work hard to ensure that each continues to reach its full potential.



COMMUNITY. Frank Lloyd Wright envisioned Monona Terrace as a gathering place for our entire community. We are proud to make this vision a reality. Through many strategic partnerships and strong community support, Monona Terrace has become an iconic and integral part of Madison's ever-expanding brand. This past year, for example, Monona Terrace offered 105 community events and programs and more than 300 tours of the building, reaching a total of nearly 52,000 people. To support these community activities, Monona Terrace provided in-kind contributions of facility usage, equipment and labor; and approximately \$50,000 in support was received through sponsorships and donations.

The number of these popular community activities, including such cherished events as Dane Dances and Concerts on the Rooftop, has grown steadily over the past several years. They, along with the breathtaking William T. Evjue Rooftop Gardens and various displays and tributes throughout the building, help enhance this valuable asset. Without question, Monona Terrace serves as a thriving community gathering place and resource that enhances the quality of life for both visitors and residents.



CONVENTION. Community engagement is vital to our mission, provides a wide variety of opportunities for the residents of our region to enjoy downtown Madison, and represents 20% of our annual offerings. But as a board, we recognize and appreciate the fact that the meeting and convention side of our business is the economic engine. It is the side of the business that has helped place Madison on numerous "Top Places to Visit" lists, the side of the business that draws new people and new income streams for local businesses, the side of the business that allows us to continue to support free community events, and the side of the business with the greatest opportunity for growth.

Currently, conventions and conferences represent about 10% of the total number of events we host at Monona Terrace on an annual basis, but they represent approximately 50% of the total revenue generated. Meetings, banquets, consumer shows and other special events, on the other hand, represent nearly 70% of our annual business, and generate the other 50% of revenue. As we plan for the future, we know that additional capacity exists for the more profitable conference and convention business. We acknowledge that growth in this area will enable Monona Terrace to continue to support community events and activities, while simultaneously strengthening our local economy through room taxes, sales taxes and additional visitor spending. It is our responsibility to capitalize on this potential by ensuring our mix of business garners the greatest benefit not only for the visitors who come to our facility and stay in our community, but for the people who call Greater Madison home.

Making the most of this financial equation is one of the ways we are committed to staying true to the legacy of Monona Terrace and serving as stewards for this valuable community asset. It is also our responsibility to support the efforts of those whose job it is to secure the business and to service that business.

continued on next page

The board is pleased with the Monona Terrace staff's efforts to deliver exceptional customer service and create memorable experiences for visitors. And we appreciate and value the diligent work of the Greater Madison Convention & Visitors Bureau staff to identify and secure this profitable conference and convention business.

In 2014 alone Monona Terrace hosted nearly 400,000 people. Whether those individuals came for formal events like conventions or conferences, or community events like Dane Dances or Concerts on the Rooftop, they helped create the sense of community vitality that was undoubtedly envisioned by Frank Lloyd Wright.

We have an obligation and a duty to protect and grow this valuable asset. And we have a responsibility to take advantage of all viable opportunities that will help grow our economy and enrich our community. As stewards for this vision, we are committed to working hand in hand with local leaders, businesses and organizations to realize the full potential Monona Terrace can bring to local residents, our region, our state and visitors from across the globe.

MONONA TERRACE BOARD

Glenn Krieg, Chair

Chief Financial Officer, Morgan Murphy Media

Alice O'Connor, Vice-Chair

Principal, Constituency Services Inc.

Judy Karofsky, Secretary

Principal, Real Estate Insites, LLC

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Mike Vermeer

Alderman, City of Madison

Thomas J. Ziarnik

General Manager, DoubleTree By Hilton, Madison



MONONA TERRACE: POSITIVELY IMPACTING OUR COMMUNITY

Why do cities, counties and states invest in public facilities such as stadiums, arenas, performing arts centers and convention centers? The primary reason is the economic activity they generate. Additionally—and as in the case of Monona Terrace—it is also about the significant community benefit they provide.

Public facilities such as Monona Terrace are not intended to make a profit solely from their operations. They are built to be an asset to the local economy by supporting local businesses such as retailers, hoteliers and restaurants. This “new” money, brought into the community by attendees of the conventions, shows or special events such as weddings, creates a positive economic impact on the city, county and region. In Madison, Monona Terrace’s economic impact is a critical element of our local economy, and the community benefit of providing dozens of free community programs each year is invaluable.

In 2011, Destination Marketing Association International (DMAI) and Tourism Economics, a subsidiary of Oxford Economics, created a calculator designed to capture the economic value that a meeting, convention or trade show brings to a destination in terms of spending, jobs supported and taxes generated. This calculator has become the industry standard for measuring the economic value of these types of events and for calculating their return on investment to cities.

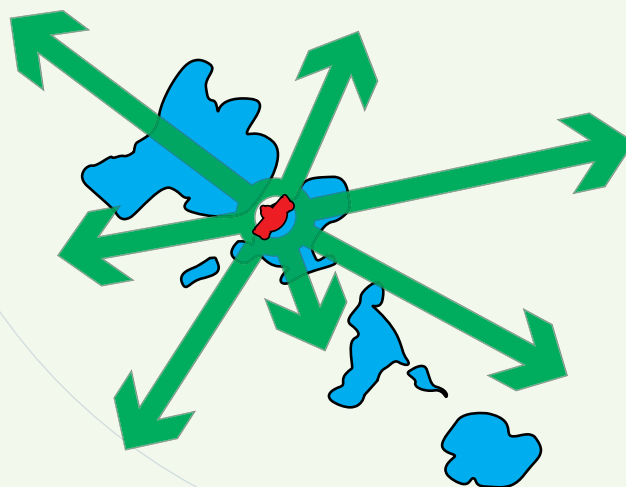
It is estimated that over the past ten years, Monona Terrace’s economic impact from conferences and conventions has totaled \$421.2 million. In other words, every two years, Monona Terrace generates more economic impact to the community than the \$67.1 million it cost to build the facility.

In 2014, the estimated economic impact to our community from spending by conference and convention organizers and attendees at Monona Terrace was \$36,500,000, despite the fact that Monona Terrace was closed for one month due to renovation.

The DMAI calculator does not account for payrolls or local spending by Monona Terrace itself or in-house caterer, Monona Catering. If those expenditures were included for 2014, for example, it would add another \$13,175,048 in direct spending created by Monona Terrace, in addition to the estimated \$36.5 million in economic impact from spending generated by conferences and conventions.

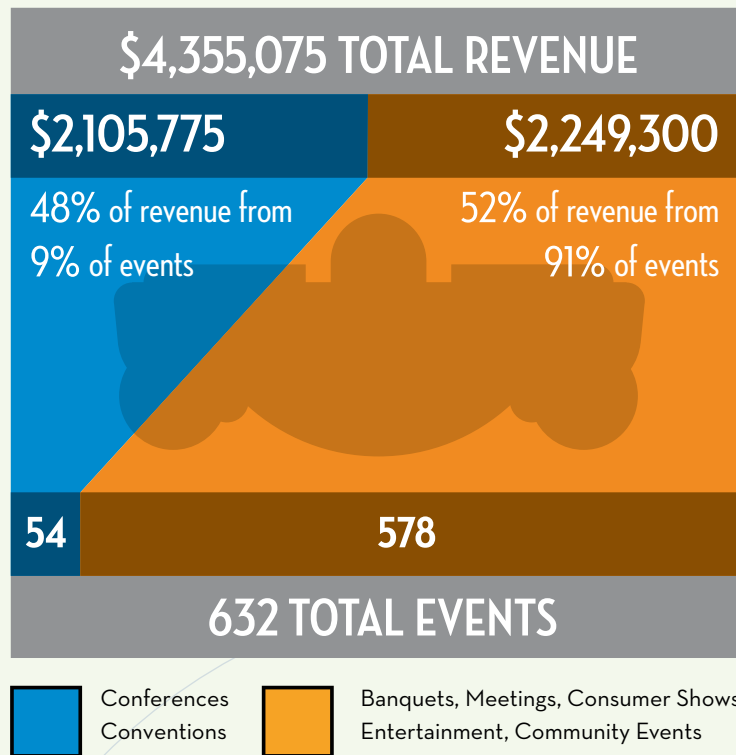
By way of example, in 2014, of the 632 total events that were held at Monona Terrace, approximately 9% of them (54) were conferences and conventions. However, those 54 events generated 48% of the total revenue. With even a slight increase in this most lucrative business type, the benefits to the local economy, the citizens in the Greater Madison Area and the region would grow significantly.

As we look to the future and plan for continued growth and even greater impact on the local economy, we are focusing our efforts on obtaining the optimal mix of event types that will deliver the biggest economic benefit. Our capacity to continue to contribute positively to the local economy while adding value to the community and its citizens is dependent upon having just the right combination of larger revenue-generating business—such as conferences and conventions—along with additional types of smaller business—such as meetings, banquets, special events and consumer shows—to complement the larger events.

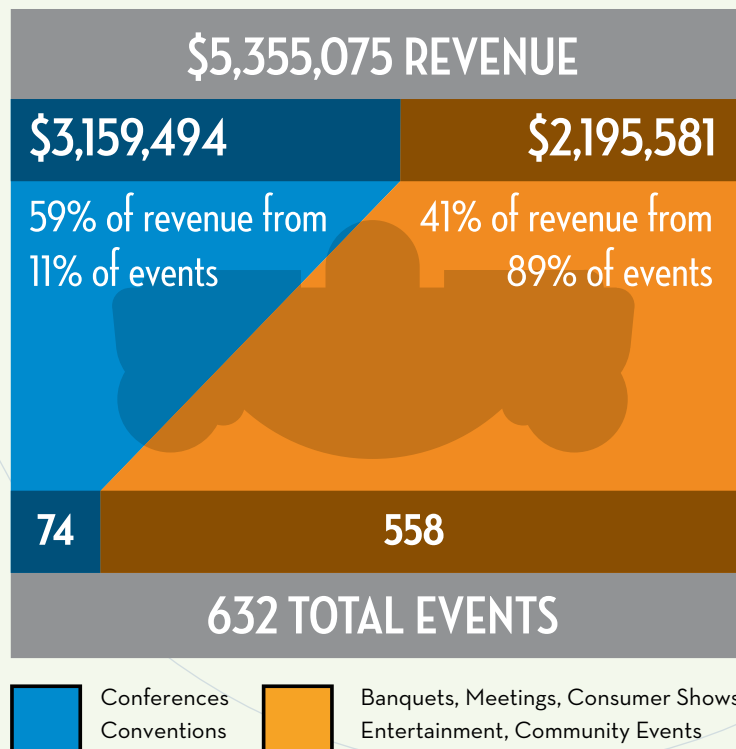


\$36.5 MILLION – 2014 ECONOMIC IMPACT

In 2014, 9% of the events at Monona Terrace generated 48% of the total revenue.



Imagine if Monona Terrace grew its conference/convention business by a mere 2%...



MONONA TERRACE: GROWING THE ECONOMIC IMPACT FROM TOURISM

a message from Deb Archer, President and CEO of the Greater Madison Convention and Visitors Bureau

The Greater Madison Convention & Visitors Bureau (GMCVB) is honored to partner with Monona Terrace, the city of Madison and Dane County to bring visitors from around the world and across the country to the Greater Madison Area. Monona Terrace has become an iconic representation of Madison, recognized far and wide as an attraction not only for the facility and its unique design, but for the community in which it is situated and the many assets it provides.

As the organization charged with promoting tourism to our area, the GMCVB has opportunities on a daily basis to hear from professional meeting planners and visitors who choose Greater Madison as a destination. For more than 40 years, we have proudly led efforts to attract and retain events and visitors to our community. In 2014 alone the GMCVB contracted for 126 future conventions and events that will bring in an estimated \$43.4 million in direct spending to the Madison area.

We know firsthand what professionals who plan conferences and conventions are looking for and what their clientele expect. In many instances, we know we can accommodate them and are able to secure their business. But, at this moment in our community's history, we have a unique potential to "grow the pie" and bring even more of this profitable convention business to town. Currently, there is a segment of the conference and convention market we cannot access based on their hotel room block requirement. While meeting space offerings are ample at Monona Terrace, we lack a sufficient number of hotel rooms in close proximity to the facility to be able to secure additional lucrative convention business.

Since its inception, hotel capacity was a major point of discussion related to the facility's success. In 1991, a Frank Lloyd Wright Monona Terrace Commission stated that the long-term success of Monona Terrace was dependent on the development of a conveniently located convention hotel. In 1995, a city task force quantified that need by recommending a 300- to 500-room hotel with the ability to expand in the future. When the Hilton Madison Monona Terrace opened in 2001 with 240 rooms, it met a portion of the identified need and was only intended as a short-term solution. Since then, two major studies in 2008 and 2012 were commissioned by the city to further assess the need for a convention hotel and the results of both, along with

additional research done by HVS Hotel Asset Management, clearly recommended the addition of a 400-room hotel to meet the future demand potential.

These studies, along with our first-hand knowledge of the needs and expectations of convention planners and attendees, clearly illustrate the need for the addition of convention hotel rooms near Monona Terrace. Now is the time to take that next step.

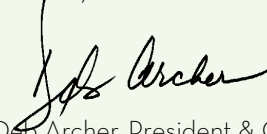
By investing in and securing the future potential of Monona Terrace we can directly impact the economic health of downtown Madison, the entire city and region. The economy is on the upswing. The meeting and convention industry is growing

and the opportunity before our city is unique. The only remaining vacant real estate parcel near the perimeter of Monona Terrace is prime for redevelopment. We should not compromise again. Now is the time to utilize the data that has been commissioned and collected as the basis for designing and building the right size and quality hotel to meet the needs and expectations of our visitors.

The economic impact of tourism benefits us all. As a community, if we continue to invest in the opportunities that enrich our city's ability to sustain a competitive advantage over other communities, market our assets to the broadest audience possible and "win" more convention and visitor business, the rewards will be great for all facets of the city, county and region.

The GMCVB stands ready to help Madison access the untapped potential to bring more people, events and activities—and ultimately more revenue—to our city and the region. We trust our local leaders to have the vision and commitment to make changes for the future—some of which may not be seen or realized in the immediate future. We are committed to protecting the legacy of the visionary leaders who have come before us, and we are dedicated to continuing to develop and promote our amazing destination. Greater Madison is poised to take the next big step. Now is the perfect time to unleash the immense potential that lies ahead, by embracing bold actions that will positively impact our community in the next year, the next decade and for generations to come.

Sincerely,



Deb Archer, President & CEO,
Greater Madison Convention & Visitors Bureau

MADISON
GOING > BEYOND > VISIT™
GREATER MADISON CONVENTION & VISITORS BUREAU



MONONA TERRACE: BENEFITTING DOWNTOWN MADISON AND BEYOND

a message from Susan Schmitz, President, Downtown Madison, Inc.

Downtown Madison has long been an attraction for visitors and residents throughout the region and the world. A vibrant entertainment district and amenities such as the lakes and state of the art conference facilities help to support the local economy and contribute to the high quality of life for people of all ages.

As a mission-driven organization, Downtown Madison, Inc. is committed to sustaining, planning for, and growing downtown Madison as a vibrant regional economic engine that offers a best-in-class quality of life for businesses, downtown workers, residents and visitors. What is clear in our mission statement is that we are the center of the region and we want to be the best for all who visit downtown Madison.

We would not be able to follow through with our mission if Monona Terrace Community and Convention Center did not exist. This amazing center draws people to our region, generates revenue for our city, and provides a gathering place for our community.

The opening of Monona Terrace in the summer of 1997 was the beginning of a renaissance for downtown Madison, and we have not looked back. It gave us the confidence we needed to build a world-class downtown that draws people from all parts of the world. And luckily for us, the facility continues to give back to the community by providing amazing spaces for people to gather and be entertained—Dane Dances, Winter Farmers’ Market, Ironman, conferences from all over the world, weddings, the rooftop café, fireworks and many, many more wonderful experiences for those who visit.

As we continue to focus on ensuring that downtown Madison is an economic engine for our community and our region, we must concentrate on opportunities that will help Monona Terrace reach its full potential. It is these opportunities that draw new money to our community, generate additional tax revenue for the city, create and support good-paying jobs, and enrich the quality of life for all of our residents and businesses.

Sincerely,

Susan Schmitz, President
Downtown Madison, Inc.



ECONOMIC IMPACT OF TOURISM IN DOWNTOWN MADISON

Direct Visitor Spending*

\$199.0
MILLION

\$217.4
MILLION

\$232.9
MILLION

2011

2012

2013

State and Local Taxes Generated*

\$24.7
MILLION

\$26.3
MILLION

\$26.0
MILLION

2011

2012

2013

Jobs

From 2011 to 2013, the number of jobs in downtown Madison directly engaged in the tourism industry increased by

52%

* Source: The Economic Impact of Tourism in Madison, WI, May 2013, May 2014 Tourism Economics (Downtown Madison defined as 53703 zip code)

MONONA TERRACE: WELL-POSITIONED FOR FUTURE GROWTH

In recent years Monona Terrace Community and Convention Center's mission was updated to include a promise to "deliver an exceptional and inspirational experience to every customer." This was done with the understanding that future success was dependent upon our ability to listen, understand and respond to the ever-changing demands of today's customers.

Creating an outstanding customer experience requires a keen understanding of what customers value, what they need and what they expect. Our daily interaction and communication with our customers as well as with other meeting and convention industry experts across the country helps ensure we stay on top of trends and expectations of our meeting and event planners and attendees.

At Monona Terrace, we pride ourselves on continuing to evolve to meet those changing demands, particularly as they relate to the following six key areas:

1. SENSE OF PLACE - AUTHENTIC TO THE DESTINATION

- a. Distinctive Frank Lloyd Wright design
- b. Located on Lake Monona
- c. Situated near state capitol, downtown and University of Wisconsin
- d. Unique meeting and networking spaces
- e. Public spaces for artwork
- f. Onsite gardens and exhibits

2. HIGH BUILDING STANDARDS AND FINISHES

- a. LEED certified by the U.S. Green Building Council
- b. Quality, unique furnishings and finishes throughout the facility
- c. Renovation completed in 2014

3. CONCIERGE-LEVEL SERVICE

- a. Friendly, welcoming staff
- b. Achieved 100% customer willingness to recommend Monona Terrace (2014 customer satisfaction survey)
- c. 97% overall customer satisfaction rating

4. ADVANCED TECHNOLOGY

- a. Dedicated infrastructure of optical fiber cables combined with gigabit bandwidth, Internet 2 and satellite access
- b. Plug and play areas
- c. IT professionals on staff

5. ENGAGED AND COMMITTED STAFF

- a. 87% of employees report being satisfied working for Monona Terrace
- b. 97% of employees know what is expected from them at work
- c. 88% of employees would recommend employment at Monona Terrace

6. COMMITTED TO INNOVATION

- a. Adaptation of building to new event trends (2014 renovation)
- b. 60% of all catered meals are customized for our customer
- c. Utilize social media to enhance event experiences
- d. Optimize all spaces—including rooftop—as event and gathering venues



MONONA TERRACE: A DESTINATION FOR BOTH RESIDENTS AND VISITORS

The Monona Terrace staff is dedicated to creating a rich experience for residents and visitors alike. From hosting free entertainment and enrichment events to installing art exhibits featuring local and national artists to coordinating multiple opportunities for student and school engagement, Monona Terrace's community outreach has continued to grow and exceed expectations. Following is a summary of the community relations activities from 2014.

ATTENDANCE:

- 2014 programs served 52,000 people.
- Programs that showed the most growth were Concerts on the Rooftop, with 7% average growth over last year; meditation, with 21% growth; and group tours, with a 44% increase over last year.
- Based on survey feedback, word of mouth, email and the Monona Terrace website are the attendance drivers for events.
- Monona Terrace programs email list reached 8,700 subscribers in 2014, up 36% from the year prior.
- 48% of the 900 people who answered our surveys had never attended a Monona Terrace community event before and 15% had never been to the building before.

DONATIONS AND CAMPAIGNS:

- In 2014, \$3,211 was collected at events and \$2,373 in donations collected via mail and web, for a grand total of \$5,584 this year.
- Monona Terrace re-opened the tile campaign to support community programming in 2014. The retail value of tiles sold was \$11,375.

MEDIA COVERAGE:

- PR value of local media coverage totaled \$202,573.

VOLUNTEERS/INTERNS:

- 55 Monona Terrace volunteers logged in 1,221 hours giving tours, facilitating school workshops, helping in the office and working events in 2014.
- Five UW interns donated 1,518 hours of time with us.



GRANTS & SPONSORSHIPS:

- In 2014 nearly \$43,000 was raised through grants and sponsorships. Sponsors included American Family Insurance, Dean Clinic, Monona Terrace Community Programs, Inc., The Great Dane Pub & Brewing Co., St. Mary's Hospital, MG&E, Frank Lloyd Wright Wisconsin, AIA Wisconsin, Wisconsin Architects Foundation, Group Health Cooperative-SCW, Dr. Sarah Moore, Evjue Foundation, Oakwood Foundation, as well as new sponsorships from Oak Park Place and Capitol Lakes in support of Tunes at Monona Terrace. We also received multiple grants from the Madison Arts Commission and Dane Arts.

ART INSTALLATIONS - 2014

- "Madison—An American Capital City", photography by Zane Williams
Level 4 Promenade East

Numerous national publications have recognized Madison as one of the top American cities in which to live, work, walk or bike. The essence of this unique city on the isthmus is exquisitely captured in nineteen large, panoramic displays by Wisconsin photographer Zane Williams. Landmarks such as the ornate State Capitol building, the prestigious University of Wisconsin campus, Frank Lloyd Wright's Lamp House, and gardens great and small are alive with brilliant color; a must-see preview that will entice visitors to get out and explore beautiful Madison.

- "Steel Inverted Arch" sculpture by Kenneth Thompson
Olin Terrace

A substantial sculpture of steel and limestone, Steel Inverted Arch concentrates on the fundamental issues of form and how negative space defines it. It is a classic representation of public art.

- "Quarks VI & VII" sculptures by Guy J. Bellaver
Monona Terrace Rooftop

The Quarks Series is inspired by Fermilab, the proton-antiproton collider that investigates high-energy physics, the science of matter, space and time. Each sculpture in the series continues the artist's career-long exploration of the relationship of positive to negative space and the energy of their interaction.

The sculptures will be displayed through June 2015.

MONONA CATERING: ENHANCING THE EXPERIENCE WITH EVERY BITE

As the award-winning, exclusive caterer to Monona Terrace, Monona Catering offers a wide variety of services that enhance the customer experience. In addition to delicious, baked-to-order pastries and desserts from the in-house bakery, Monona Catering offers an extensive published menu with many locally-sourced items as well as extensive options for menu customization. And, being the exclusive caterer in a LEED Certified facility, Monona Catering works closely with Monona Terrace to meet or exceed all of the “green” practices required of this highly-valued certification.

ANNUAL REVENUES

Total revenues for 2014 were just over \$6.8 million, which was approximately 6% down from the record-setting 2013. While these revenues were down from the prior year, food and beverage purchases have stabilized and are now consistently at levels similar to 2005-2008 prior to the economic downturn.

RENOVATIONS IMPROVE SERVICES

As a result of the Monona Terrace renovation—which included kitchen projects such as expanded walk-in cooler space, improved high-efficiency ovens and electric tilt skillets, refinished kitchen floors, new keg coolers and renovated bars—increased efficiencies in energy consumption and production were attained resulting in improved services for all guests. These improvements contributed to Monona Catering attaining a guest satisfaction average for catered services in excess of 96% for the year.



SUSTAINABILITY

Monona Catering continues to apply environmentally sustainable practices and is particularly proud of the partnership with the composting program run through the University of Wisconsin. In 2014, 21 tons of pre-consumer composting was diverted from the waste stream through this program. Since the inception of this partnership in 2012, over 80 tons of compost has been diverted from landfills. Additionally, their food donation program resulted in nearly 4 tons of food being given to the Salvation Army and like organizations during 2014.

NEW SERVICES

As Monona Terrace expands marketing to quinceaneras, new catering packages have been developed for these events and were published in March 2015. The packages range from an all-inclusive Premium Package to a Standard Package, both of which address the specific cultural catering needs of this market segment. They will be published in both English and Spanish.

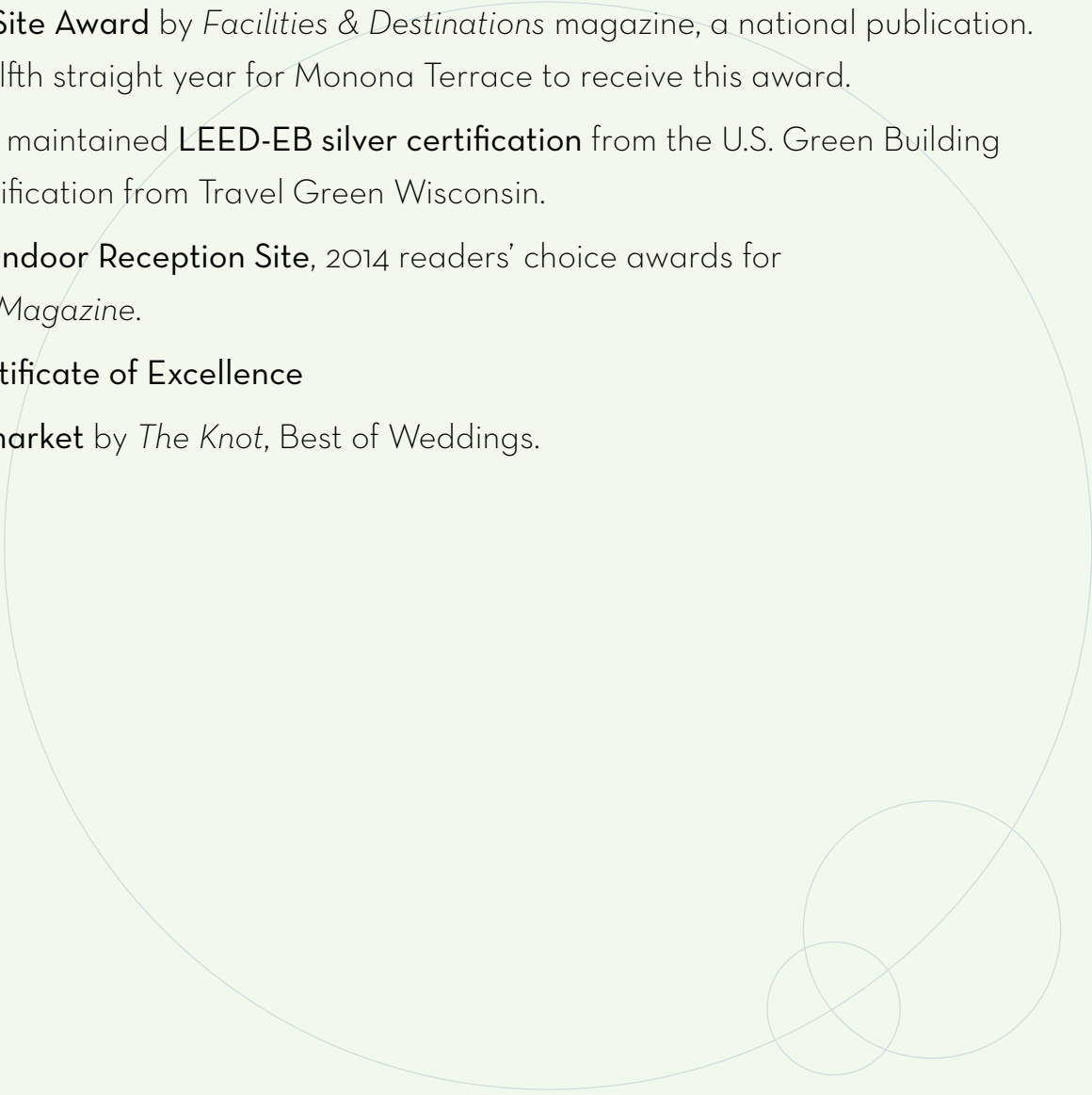
LAKE VISTA CAFÉ - ROOFTOP

The Lake Vista Café, located in the William T. Evjue Rooftop Gardens, which is open seasonally from the second Tuesday in May through the end of September, enjoyed another record setting year with sales in excess of \$199,000. The café features hand-crafted artisanal foods with daily specialties from the Dane County Farmers’ Market. Once again, end-of-season customer survey averages for staff service, value and food quality were exceptionally high and exceeded 97%. The café’s reputation as a “must do” during summertime in Madison continues.



MONONA TERRACE 2014 AWARDS AND RECOGNITIONS

Madison, WI—Monona Terrace Community and Convention Center is pleased to announce that it was the recipient of numerous awards and certifications both regionally and nationally in 2014.

- **InBusiness Executive Choice Award** for Best Venue for Business Meetings/Events. The award winner is selected by members of the InBusiness Executive Register.
 - The **Governor's Tourism Service Excellence Award**. The award recognizes the Wisconsin business that has achieved significant success and growth by providing exceptional service to their customers and a strong, charitable involvement in their community.
 - The **2014 Prime Site Award** by *Facilities & Destinations* magazine, a national publication. This was the twelfth straight year for Monona Terrace to receive this award.
 - Monona Terrace maintained **LEED-EB silver certification** from the U.S. Green Building Council and certification from Travel Green Wisconsin.
 - Finalist for **Best Indoor Reception Site**, 2014 readers' choice awards for *Wisconsin Bride Magazine*.
 - **Trip Advisor Certificate of Excellence**
 - **Voted #1 in our market** by *The Knot*, Best of Weddings.
- 

COMMUNITY TESTIMONIALS

TUNES AT MONONA TERRACE

This breaks up the monotony of the work week. The time and day is great, the location too. It's free and I can bring my own food and drink here. It brings people together for fun and entertainment in a healthy setting. I like the variety of music here. I get to listen to bands and music I might not get to otherwise. Keep up the good work...

- Lori W., Madison, WI

1st time here-very impressed as I knew I would be. It's beautiful and spacious....what scenery is more beautiful and mesmerizing than Lake Monona? I could sit at the window side for countless hours!

- Rhonda K., Sun Prairie, WI

CONCERTS ON THE ROOFTOP

Love these concerts on the rooftop. The venue is an excellent spot to spend a Thursday evening. Couldn't get a better backdrop as the Capitol and the lake on the other side. What a beautiful setting. My favorite concerts in all of Madison.

- Elaine W., Cross Plains, WI

Perfect weather, awesome views, great band, & the company we were with was the best!!!

- Carol M., Eau Claire, WI

YOGA

The noontime yoga at Monona Terrace is one of the most successful yoga programs I have experienced in over 8 yrs of practicing yoga. Furthermore, the ambience is extraordinarily suitable for a yoga pause that truly does refresh. - Nancy S., Madison, WI

This setting was perfect for Yoga practice. It accommodated a large group, yet felt intimate. Viewing the lake and greenery during the sessions was awesome.

- Sonja N., Madison, WI

MEDITATION

Thank you for hosting this! Great benefit of living in Madison and having access to such wonderful resources!

- Sara S., Madison, WI

A wonderful venue for an outstanding opportunity to learn about and practice meditation. I am grateful to Sara Moore for her time and talent. I look forward to the next session!

- Karen T. Bate, Madison, WI

TAI CHI

Love everything - setting is wonderful - wish we could do it year round!

- Linda S., Middleton, WI

...It's often the best part of the week for me and makes me so proud to live in Madison, where programs like this exist.

- Maria S., Madison, WI

TOURS

I enjoyed the opportunity to see inside the Dane Room, the Exhibition Hall, etc. The tour also offered insight and examples of Wright's philosophy regarding architecture, which really enhanced the experience. Top rate building! Wonderful gift shop.

- Jane G., Morrill, KS

This was the best architectural tour I've ever had! The docent was thoroughly knowledgeable, enthusiastic, and expanded explanations whenever she noticed my interest!

- Julie K., Archfield, MN

MOON OVER MONONA TERRACE

Fantastic program! The Madison Astronomical Society did a great job of generating interest in the stars.

- Zach S., Middleton, WI

The kids' area was excellent. There was a good mix of moon viewing, on topic art projects, and other learning activities.

- Wendy B., Waukesha, WI

FROEBEL BLOCK WORKSHOPS

This program is a hidden gem. It touches on so many core areas - in a very meaningful and exciting way. The volunteers are amazing and the staff at Monona Terrace is exceptional. My kids always enjoy the actual program and learning about Frank Lloyd Wright. Thank you.

- Anon

Excellent hands on experience with authentic and direct bonds between the curriculum and the working world-kids recognize the connections and can see how the work they are practicing fits.

- Anon

TRIP ADVISOR

Across from the State Capitol, along the Monona Lake Shore. Great views of the lake and city, with gardens and a great little outdoor café. We ate here and thoroughly enjoyed the meal. I had a great burger and even greater "portabella fries". Very reasonably priced and fun to sit under the umbrella, outdoors on a beautiful day.

- Susan F., Burton, Ohio

A must see for FLW fans. This is a beautiful building well adapted to meeting, convention and community use. Even if you are not attending a function here, it is well worth visiting the rooftop garden (also has a cafe) and the gift shop which has a collection of FLW themed gifts. Also be sure to take a look at the FLW photographs which line the wall of the main floor, as well as the small exhibit on the history of the building on the floor below.

- Esther P., North Chicago, IL

EVENT TESTIMONIALS

WILLING TO GO THE EXTRA MILE

Thank you for hosting WMC's annual events and programs. Aside from the absolutely beautiful facility and gorgeous views, the Monona Terrace event staff are nothing short of incredible. The customer service is outstanding – very professional, very hospitable. From the greeter, to the tech support, to the wait staff, everyone is always willing to go the extra mile and accommodate any last-minute requests to make our events run smoothly. WMC looks forward to working with you again.

- Jim M., Vice-President, Wisconsin Manufacturers & Commerce

WORLD CLASS FACILITY

I have had my annual kickoff meeting at the Monona Terrace for seven years. The facility and the people have always far exceeded my expectations. As a matter of fact, our Chairman of the Board attended this year's function and commented that the Monona Terrace is a world class facility. This comes from a business leader who has been at meetings all over the world!

- Mike M., Regional Marketing Manager

PROFESSIONAL AND FRIENDLY SERVICE

I am writing to express my gratitude to the Monona Terrace Community and Convention Center for their professional and friendly service for the Wisconsin Community Action Program Association (WISCAP) 40th Anniversary Commemoration and Annual Meeting... I was most impressed with the facility and staff. Our event was very successful and we have received numerous compliments from attendees who were also impressed with your facility and service.

- Stephanie J. M., Office and Events Manager

AMAZING STAFF

Thanks so much for all of your support during this past week! We had a very successful meeting and it was due to the staff here at Monona Terrace! It was a pleasure working with you all!

- Jennifer G., The Quilt

Just wanted to take this opportunity to thank you all for putting together our recent Dean Foundation conference! We have held this conference for many years with this being the first at the Monona Terrace! I've heard nothing but praise for the change in venue. The entire event went off without a hitch. The room arrangement worked perfectly, the AV equipment met our needs very nicely, the food was excellent and plenty of it, and the service staff were wonderful!

- Christine H., Dean Foundation

SPECTACULAR AND MEMORABLE EXPERIENCE

Thank you so much for everything [the Monona Terrace team] did to make the Conserving the Future Conference for the National Wildlife Refuge System such a spectacular and memorable experience for our attendees. The Monona Terrace is a world-class facility, and its amenities really helped us achieve our vision of a conference that minimally impacted the environment, inspired our people and could be broadcast out to a much larger viewing audience through the Web and social media.

What was more impressive, though, was the caliber of character in the amazing staff at the Monona Terrace. Every single person we interacted with had an unbridled enthusiasm, professionalism and positive attitude. Anyone who visits the Monona Terrace or hosts a meeting there can tell immediately that there is a spirit to the place and in its people, and we could not have picked a better facility to host our event in.

- Cynthia M., National Wildlife and Refuge Service

A VERY MEMORABLE DAY

This past October 25th, our daughter had her wedding at Monona Terrace. Just wanted to let you know that everyone involved did a great job and the wedding reception was wonderful. Thanks to you and your staff for helping to make this a very memorable day for our families.

- Sandy

ONLY VENUE IN MADISON FOR US

I firmly believe that Monona Terrace was the only venue in Madison that would have worked for us. We had a large group (approximately 275 guests) and wanted to have an outdoor wedding ceremony and reception at the same venue. We were able to stay within our budget, thanks to creative planning, and achieved a very elegant, classy and fun affair. The entire staff at Monona Terrace was friendly, courteous and professional—they're in a league of their own!

- Ashley

LOOKING FORWARD TO WORKING WITH YOU NEXT YEAR!

Wow! Our conference went really well; thanks to all your efforts and the behind-the-scenes staff. People were really pleased with the facility and how efficient everyone was. I look forward to working with you as we prepare for next year! It was truly a pleasure working with you!

- Ann F., Wisconsin School Counselor Association

| Monona Terrace Community and Convention Center 2012-2014 Year-End Performance Measures | 2012 ACTUAL | 2013 ACTUAL | 2014*** ACTUAL |
|---|----------------|----------------|-------------------|
| Conventions and Conferences* | 65 | 67 | 54 |
| Economic Impact from Conventions & Conferences | \$52.5M** | \$52M** | \$36.5M** |
| Average Attendance at Conventions or Conferences | 716 | 675 | 802 |
| As a Percentage of Total Events | 10.9% | 9.9% | 8.5% |
| As a Percentage of Building Revenue | 52.5% | 50.4% | 48.3% |
| Room Nights Generated | 46,492 | 44,746 | 32,742 |
| Local Events | 434 | 562 | 529 |
| Average Attendance at Local Events | 280 | 299 | 287 |
| As a Percentage of Total Events | 73% | 83% | 84% |
| As a Percentage of Building Revenue | 42.1% | 48% | 44% |
| Community Events | 95 | 107 | 105 |
| Average Attendance at Community Events | 581 | 521 | 476 |
| As a Percentage of Total Events | 16% | 16% | 17% |
| Total Attendance of Tours | 2,401 | 2,628 | 2,449 |
| Volunteer Hours | 1,729 | 1,758 | 1,221 |
| Building Activity | | | |
| Number of National or International Events | 33 | 32 | 29 |
| Number of State and Regional Events | 75 | 81 | 74 |
| Average Number of Events in Building per Day | 1.6 | 2.4 | 2 |
| Total Square Footage of Space Rented | 15.8M SQ. FT. | 16.8M SQ. FT. | 15.4M SQ. FT. |
| Total Number of Events | 594 | 675 | 632 |
| Catering Activity | | | |
| Number of Meals Served | 118,281 | 118,246 | 110,913 |
| Number of Guests Served at all Catered Functions | 429,434 | 458,582 | 447,452 |
| Pounds of Food Donated to Charity | 6,751 | 10,067 | 7,500 |
| Pounds of Pre-consumer Food Waste Composted | 52,000 | 62,625 | 42,000 |
| Customer Service | | | |
| Percentage of Repeat Business | 65% | 66% | 67% |
| Willingness to Return | 99% | 99% | 100% |
| Overall Customer Satisfaction Rating | 97% | 97% | 97% |

Note:

*Conventions are multi-space/multi-day business with peak room nights of 151 or greater, and/or total room nights of 500 or greater. Conferences have peak room nights of between 50-150 and total room nights of 499 or less.

**In 2014 the Destination Marketing Association International (DMAI) Event Impact Calculator was used to estimate the economic impact of Monona Terrace. The DMAI and Tourism Economics created the calculator in 2011 and it has become the industry standard for measuring the value of conventions and conferences. Prior years' numbers were calculated by Baker Tilly accounting and consulting firm.

***Monona Terrace was closed to the public for 21 days in January 2014 due to building renovations.



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