

MISSION

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.



Photo by: Rebekka Lafferty-Gebourer

2013 ANNUAL REPORT

MONONA TERRACE COMMUNITY AND CONVENTION CENTER®



Fellow Madisonians,

The word "Monona" is a Chippewa word believed to mean 'beautiful'. I think "Beautiful Terrace" accurately captures the spirit of this unique facility that Frank Lloyd Wright envisioned over 70 years ago, and is strongly embraced by the greater Madison region and State of Wisconsin today.

Monona Terrace has been a solid anchor for our community, drawing in hundreds of thousands of visitors annually to Madison for the past 16 years. The complimentary community events offered to over 50,000 people each year, flavored with a Frank Lloyd Wright essence, make Monona Terrace a favorite destination of locals as well. With a superior overall customer service rating, one of the first US Green Building Council LEED certifications in the convention industry and an average annual economic impact of over \$42 million, the facility provides sturdy building blocks from which we can provide the opportunity for our great city of Madison to become a premiere U.S. destination.

As we look to the future, we reflect on the City's investment in the tourism/convention industry. In 1997, Monona Terrace opened for business and in 2001 the attached Hilton followed. However, no major investment in this industry has occurred since then. Continued efforts are needed to ensure not only the future of Monona Terrace, but also the future of Downtown Madison as a destination. Additional proximate hotel capacity is important to attracting conventions to keep Monona Terrace competitive as an effective facility for larger groups that are currently going elsewhere.

Today, the Judge Doyle Square development is a trending topic in our city. So much discussion has taken place about the hotel piece; residents are starting to believe this is simply a hotel project, when in fact it is much more. It covers many other very important infrastructure needs of downtown including parking, residential space, retail, and will be a vital project to move Downtown Madison forward as a competitive destination. The first critical step for a prospective convention customer is choosing a destination. A project the size and scope of the one being proposed creates "a destination within a destination." A place where residents, visitors, guests, business travelers would be happy to gather.

As a Board we are committed to realizing Monona Terrace's full potential. The economic and public benefit the community has received as a result of the years of operation is remarkable yet much opportunity remains. The Judge Doyle Square project provides the city with a possibility to maximize both Monona Terrace and Downtown Madison as a destination. At a recent Downtown Madison Incorporated (DMI) Board Meeting, Former Police Chief Nobel Wray was quoted as saying, "As Downtown goes, so does the rest of our city." If this is the case, how can we not invest to ensure the future success of a remarkable facility located in a truly remarkable Downtown?

Sincerely,

Glenn Krieg, Chairman
Board of Directors

LETTER FROM THE CHAIRMAN
GLENN KRIEG

Greetings!

The mission of Monona Terrace Community and Convention Center is 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.

Based on the performance in 2013, we are pleased to report that our results reflect a growing trend by the community to attend events at Monona Terrace, a strong interest in Frank Lloyd Wright and Monona Terrace as a tourist destination and the best business year in our history. In 2013, we set a new record for revenues by hosting 675 events, which in turn generated significant economic benefit for our community.

As host to diverse events and individuals from all walks of life, Monona Terrace serves as a unique gathering place in the heart of Madison and is dedicated to supporting the region's economic, sustainability and quality of life goals. The 2013 Annual Report provides the economic impact and fiscal results attributed to the conventions, conferences, meetings and events as well as key accomplishments, milestones and updates that occurred during the year.

Monona Terrace Community and Convention Center is owned and operated by the City of Madison. It is supported by Transient Occupancy Taxes (Hotel Room Taxes) and operating revenue. No City real estate tax dollars are used to sustain Monona Terrace. Monona Terrace in turn has driven the Transient Occupancy Tax Fund upward with its various events, in particular conventions and conferences.

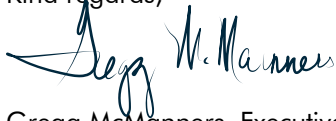
Over the past 10 years, conventions and conferences held at Monona Terrace have generated almost 50,000 room nights on average each year. Accordingly since 1997, the Room Tax Fund has grown 121%. That growth allows the Room Tax to also support general fund expenses, the Greater Madison Convention and Visitors Bureau and tourism related events.

We are proud of our strong relationship with the Greater Madison Convention and Visitors Bureau, which does a great job selling this city and serves as our marketing and sales arm for conventions and conferences. Yet, achievements would not be possible without our crew of dedicated staff who work each day to deliver an exceptional and inspirational experience to our guests.

Finally, thank you to our clients! Approximately 65% of them return each year to host events at Monona Terrace. We are honored to serve as a home base for so many local and regional corporations, associations, small businesses, nonprofits, and social events. We appreciate the trust you have in us and we will continue to work hard to retain your confidence.

Our Vision Statement is, "To deliver an exceptional and inspirational experience." I invite you to join us for your own Monona Terrace experience and look forward to another great year in 2014!

Kind regards,



Gregg McManners, Executive Director



LETTER FROM THE DIRECTOR
GREGG MCMANNERS

"...total direct spending results in an estimated \$52,000,000 of economic benefit to Madison, Dane County and the State of Wisconsin during 2013."



BAKER TILLY

Baker Tilly Virchow Krause, LLP
Ten Terrace Ct, PO Box 7398
Madison, WI 53707-7398
tel 608 249 6622
fax 608 249 8532
bakertilly.com

April 8, 2014

Mr. Bill Zeinemann, Director of Marketing and Events
Monona Terrace Community and Convention Center
One John Nolen Drive
Madison, WI 53703

Dear Mr. Zeinemann:

Baker Tilly Virchow Krause, LLP ("Baker Tilly") was retained to calculate the direct spending impact of the conferences and conventions held at Monona Terrace Community and Convention Center (Monona Terrace) in 2013. While the other events held at Monona Terrace (e.g. meetings, banquets and consumer shows) are assumed to have an impact on the community in terms of direct spending, these economic impacts have not been considered in the direct spending estimate provided herein.

These calculations were performed using averages collected from the Monona Terrace Direct Spending Survey in 2010-2011. The survey was conducted by Monona Terrace/City of Madison with the assistance of Baker Tilly in order to estimate direct economic spending of conference and convention delegates and exhibitors. The survey asked respondents to estimate their direct spending in a variety of categories related to their recent conference/convention event and their stay in Madison. The survey also asked respondents who hosted exhibits to estimate their direct spending in a variety of categories. A summary of the survey results is included as Exhibit IV.

Actual spending¹ at Monona Terrace by event organizers and third parties was then added to the survey mean of delegate spending to derive the average total direct spending per delegate. Categories of spending include payments by event organizers (primary and third-party) for room rental, catering, equipment rental, and related services. A summary of average delegate daily direct spending based on the Direct Spending Survey and Monona Terrace Financial Analysis (2013) is included in Exhibit I.

Using the spending estimates, as described above, total direct spending for all conferences and conventions has been estimated based on attendance, event days, and estimated room nights provided to Monona Terrace by event organizers. An example of this calculation is included in Exhibit II. The final calculation is a total direct spending estimate of \$32,500,000 for all Monona Terrace conferences and conventions in 2013. Applying a multiplier² of 1.6 to total direct spending results in an estimated \$52,000,000 of economic benefit to Madison, Dane County and the State of Wisconsin during 2013. This includes estimated secondary and indirect spillover benefits of \$19,500,000.

It has been a pleasure working with you on this direct spending calculation, and we look forward to serving you again in the future.

Sincerely,

Baker Tilly Virchow Krause, LLP

BAKER TILLY VIRCHOW KRAUSE, LLP

¹ Actual spending data was collected from the Monona Terrace Financial Analysis (2013) provided by Monona Terrace. All information provided in the Monona Terrace Financial Analysis (2013) was assumed to be true, correct, and reliable. No independent review of this information was performed by Baker Tilly.

² An economic multiplier of 1.6 was calculated using IMPLAN input-output analysis of the direct spending of Monona Terrace event delegates, organizers, and exhibitors. The multiplier includes indirect and induced spending. IMPLAN is a widely accepted modeling tool which analyzes the way a dollar injected into one sector is spent and re-spent in other sectors of the economy, generating waves of economic activity.



JUDGE DOYLE SQUARE

The City of Madison, home to the State of Wisconsin Capitol, University of Wisconsin and Dane County, is at the center of the State's fastest growing region. With growing diversity among its population, the Madison region offers a vital and dynamic workforce, the result of an outstanding education system, a diverse economy and successful partnerships between the public and private sectors.

At the heart of the region is downtown Madison. It is unlike any other in the world. In his 1911 *Madison: A Model City*, renowned city planner John Nolen said, "Madison is one of the most striking examples that could be selected in the United States of a city which should have a distinct individuality, marked by characteristics separating it from and in many respects elevating it above other cities."

The Downtown serves as Madison's signature. It is the geographic, economic, and civic heart of the community. When people think of Madison, images of the Downtown and its unique isthmus setting often drive their impressions. It is the place where the community comes together to enjoy many hosted events and abundant activities.

It is within this context that the City of Madison is pursuing an exciting, new, mixed-use development opportunity known as Judge Doyle Square, in the heart of the city's central business district. Judge Doyle Square is a two-block area in downtown Madison, and the current site of the Madison Municipal Building and the Government East parking garage. The site was identified by the Downtown Plan as a location with significant redevelopment potential and is also located immediately adjacent to Monona Terrace.

The project program from the initial design included parking, residential housing, ground floor retail, office space and another full-service hotel to serve Downtown and Monona Terrace. In February 2014, the Common Council voted to move forward and have the City negotiate with JDS Development to ultimately forward a project for approval to the Madison City Council.

Based upon internal data, along with data collected from the Greater Madison Convention and Visitors Bureau, Monona Terrace has long believed its performance could be enhanced with another hotel to serve its clients. Beginning in 2008, the City of Madison hired three different consultants to study the hotel market and the potential benefits to Monona Terrace as a result of the addition of a new hotel.

Each of the consultants confirmed that the hotel market in Downtown Madison was robust and the market could sustain another hotel without significantly impacting the existing downtown hotel properties. Both the Hunden Report and the Johnson Report found that Monona Terrace and the Downtown would benefit from a new hotel cited within close proximity to Monona Terrace.

This two block area has the chance to be a game changer for both the City of Madison and Monona Terrace. Converting a two block area that is largely void of activity into a location of vitality would benefit Downtown as a destination. Additionally, a new, nationally branded hotel would serve both visitors and Monona Terrace long into the future.

Monona Terrace Renovation

December of 2013 marked the start of a major renovation of the building. Rather than focusing simply on cosmetic changes, the renovation concentrated primarily on improving environmental sustainability and enhancing the way that guests interact with the building. As an extension of this goal, cosmetic changes were also made. Most noticeable was the installation of a newly designed carpet. The carpet was once again designed by Architect Anthony Puttnam, a student of Frank Lloyd Wright at Taliesin, and lead architect in the construction of Monona Terrace.

Sustainability

As with many of Monona Terrace's initiatives, environmental concerns remain in the forefront. As an example, the new carpet is made of 100% recyclable material, and the carpet removed was also completely recycled! In fact, many of the renovation projects were dedicated to creating a more environmentally sustainable infrastructure within Monona Terrace. Over 750 light fixtures throughout the building were upgraded to LED (Light Emitting Diodes). LED lights are mercury free, use a third to a thirtieth of the watts used by incandescent or fluorescent, and last much longer than typical light fixtures. These additions will help reduce Monona Terrace's base energy usage. As occupancy of the facility grows based on events, modifications such as these, ensure Monona Terrace's consumption, on average, of 49% less energy than other convention centers located in similar climates.

Reducing water usage was also a goal of the renovation. All of the existing bathroom plumbing fixtures were replaced with either water-saving or waterless fixtures. The estimated water savings is approximately 300,000 gallons per year!

Enhanced Experience

Much planning, effort and design went into improving the way that guests inhabit the spaces within the building. Working with Isthmus Architects, the spaces formerly occupied by obsolete pay phones were redesigned as plug and play workstations. Counter space and upholstered stools were added to make the space comfortable and inviting.

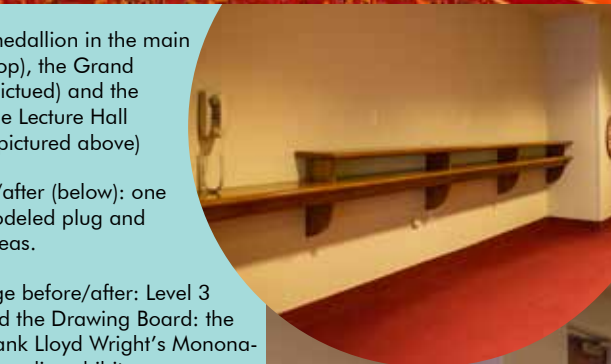
With the intent of drawing our convention attendees into the community and the Greater Downtown, a captivating photo and poetry exhibit curated by David Wells, entitled *Reflections: Madison* was installed along the north hall on the main level. The renovation also provided an opportunity to have the "Wright Picture" exhibit, photographs by Pedro Guerrero, revitalized. New framing, updated captions and rearrangement of the display on the west side of main entrance have breathed new life into this art exhibit. Possibly the most exciting addition during the renovation was the installation of a multimedia gallery portraying the story of Monona Terrace titled *Beyond the Drawing Board: the Journey of Frank Lloyd Wright's Monona Terrace*. The gallery incorporates photographs, recordings, touch-screen software, video and artifacts on loan from the Frank Lloyd



New carpet medallion in the main entrance (at top), the Grand Terrace (not pictured) and the entrance to the Lecture Hall (before/after pictured above)

Before (right)/after (below): one of many remodeled plug and play sitting areas.

Following page before/after: Level 3 gallery Beyond the Drawing Board: the Journey of Frank Lloyd Wright's Monona Terrace, multimedia exhibit.



Renovation before/after photos by: Errin Hiltbrand



Wright Foundation and is located on level 3, encircling the west staircase.

Other customer driven upgrades include new digital room signs for easy wayfinding. Clients will now be able to upload images such as their logo or the logos of their sponsors and have them displayed on the room sign along with the event name, session times, etc. The new signs work in concert with the plasma displays placed strategically throughout the building. As clients become acquainted with the capabilities of this new signage format, inventive ways of branding events will undoubtedly become the standard.

Monona Catering

2013 Record Setting Year

The trend of a less conservative approach to food and beverage purchases for events led to four all time records in revenue for the months of April, June, August and October. The year ended with revenues up 10.25% from the previous year. This increase in the average spending per service in 2013 is an indicator of economic recovery in the convention and conference industry.

Renovations Increase Efficiency

Kitchen projects completed during the 2014 Monona Terrace renovation, such as expanded walk-in cooler space, improved high-efficiency ovens and electric tilt skillets, refinished kitchen floors, new keg coolers and renovated bars will all add to increased efficiencies in energy consumption and production, ultimately resulting in improved services for guests.

Sustainability

Monona Catering continues to apply environmentally sustainable practices and is particularly proud of the partnership formed in the previously experimental composting program run through the University of Wisconsin. In 2013, 31.3 tons of pre-consumer composting was diverted from the waste stream through this program. Since the inception of this partnership in 2012, nearly 60 tons of compost has been diverted from landfills. Additionally, their food donation program resulted in over 5 tons of food being given to the Salvation Army and similar organizations in 2013.

New Services Find Success in 2013

In cooperation with Monona Terrace, several Wedding Packages developed to simplify the planning process for the non-professional wedding planner were rolled out in 2013. The packages ranged from and all-inclusive Premium Package to a Basic Service Package. The result was very successful, with 50% of all wedding clients purchasing a package for their catering needs. The packages have been continued for 2014.



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 \$150,000. The Café features hand-crafted, artisanal, daily specialties created with locally grown foods from the Dane County Farmer's Market. Once again, end of season customer survey averages for staff service, value and food quality were exceptionally high and exceeded 97%. The Café continues to grow in reputation as a "must" on many Madisonian's lists of summertime activities.

2013 Community Relations Recap

Community Gathering Place

Monona Terrace produces and presents over 100 events (not including tours or outreach) each year as a way to welcome the public to use the facility as their community gathering place. Approximately 54,000 people attended a community event in 2013, and our email mail list reached 6,500 subscribers.

The Monona Terrace produced series that showed the most growth in 2013 was Concerts on the Rooftop, with 9% growth over the previous year, hosting 14,732 people. Single event attendance records were also set; the highest ever attendance at a wellness program, with 160 people at the first Yoga class, and the highest attendance at a single concert on the rooftop with Madison County at 3,600 people. We are proud to continue to draw new attendees to our events AND Monona Terrace. Of the 1,000 people who answered our surveys, 43% had never attended a Monona Terrace community event and 13% had never been to the building before.

Coverage of community programs, booked events, and downtown development accounted for most of the media attention in 2013, including print, TV and radio; the majority being local. PR value totaled \$106,267.

Tourism

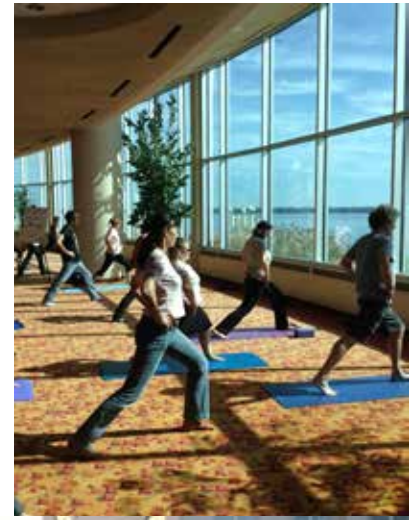
Monona Terrace serves thousands of visitors and guests each year who are drawn by its Frank Lloyd Wright origins and unique design. Its placement in downtown Madison and on Lake Monona offering fantastic views, is supported by rooftop gardens, art exhibits, an onsite gift shop, a summer rooftop café and guided tours to individuals and groups alike. Group and student tours showed 13% growth over the previous year serving 2,628 people in 2013.

Monona Terrace also hosted 18 architectural writers from around the country as part of the GMCVB's Familiarization (FAM) tour 2013. Numerous national publications were represented with resulting coverage by numerous online publications as well as print in the Dallas Morning News, the New York Amsterdam Newspaper, and upcoming features in AAA Living and Midwest Living Magazines.

In conjunction with the renovation, Monona Terrace opened two new exhibits in 2013:

Beyond the Drawing Board: The Journey of Frank Lloyd Wright's Monona Terrace—An interactive, multimedia exhibit showcasing the epic 59 year journey of a project that was a labor of love for America's greatest architect, and a source of one of the greatest civic debates in the history of his hometown, Madison, Wisconsin; Level 3 Gallery

Reflections: Madison—Colorful interpretations of our lakes and isthmus, ideas and daily life, seasons and celebrations, as captured by local photographers and poets. Depictions of the City's physical and cultural environment create



Shown (right & below) the exhibit located in the level 3 gallery.



a portrait of our unique surroundings; East side, level 4, Feb 2 – approx Oct 31; 29 images by 12 photographers and poems by 11 poets.

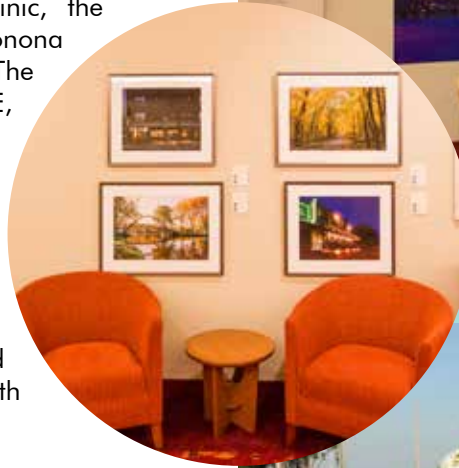
Sponsors

Community programming at Monona Terrace would not impact nearly as many people as it does without our important slate of partners, sponsors and grantors. We thank them all. 2013 sponsors included Alliant Energy, American Family Insurance, Dean Clinic, the Friends of Monona Terrace (now Monona Terrace Community Programs Inc.), The Great Dane, St. Mary's Hospital, MG&E, Frank Lloyd Wright WI, AIA Wisconsin, Group Health Cooperative – SCW, Dr. Sarah Moore, the Oakwood Foundation and The Evjue Foundation. Multiple grants were also received from the Madison Arts Commission and Dane Arts. The partner list, too long to list here, includes a slate of over 50 businesses and organizations that choose to work with Monona Terrace in serving the public.

Finally, Monona Terrace began collecting donations at select MT produced events, mostly concerts, in November of 2009. Since then, \$16,424 has been collected at events from individual donors and \$5,916 has been received through online and mail donations. In 2013, a grand total of \$5,067 was received in donations.

Volunteers/Interns

Tours of the building and outreach to our schools with educational workshops are provided by 35 docents, and 15 event volunteers serve as welcome liaisons who hand out flyers and answer questions at our events. The entire crew of volunteers logged in 1,758 hours in 2013. Interns donated 1,850 hours of time with us in 2013.



Reflections: Madison exhibition (top & left) located in the north hallway on level 4.



Customer Engagement

In 2013 Monona Terrace Staff continued its commitment to guest satisfaction by working to measure customer engagement and to respond to the results. What is customer engagement? Engagement indicates the strength of the customer's investment in a given company. Positive experiences with the organization strengthen that investment and negative experiences weaken it.

Customer engagement is the best measure of current and future behavior; an engaged relationship is the only guarantee that a customer will return to the organization. However, simply achieving a high level of customer satisfaction does not guarantee the customer's business. Sixty to eighty percent of customers who defected to a competitor reported in a survey that they were satisfied or very satisfied. Satisfaction is just the foundation, the minimum requirement, for a continuing relationship with customers. In 2013 the guest survey result for Customer Satisfaction was 97%.

Engagement extends beyond satisfaction. Loyalty and retention are two other important aspects of customer

engagement. Highly engaged customers are more loyal. Therefore, increasing the engagement of customers increases the rate of customer retention. In 2013 the guest survey result for Willingness to Return was 100%. The rate of repeat business (retention rate) in 2013 was 66%.

Lastly, customer advocacy is an important aspect of customer engagement. Highly engaged customers are more likely to engage in word of mouth advertising thus becoming ambassadors for the organization. This in turn, can drive new customer acquisition. In 2013, guest surveys reflected a 100% Willingness to Recommend. This measure is the highest level of customer engagement because customers will not make recommendations unless they are very engaged with an organization's products or services.

Monona Terrace enjoys a high level of customer engagement and this has been and will continue to be a priority in the years to come. Monona Terrace customers, whether they are hosting a convention or conference or attending a rooftop concert, will always be our most important guest.



Photo by: Deborah Berke

MONONA TERRACE VISION:
To deliver an exceptional and
inspirational experience.

2013 Awards & Recognition

The Governor's Tourism Service Excellence Award. This 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 U.S. Environmental Protection Agency's (EPA's) Long Term Contract list for Monona Terrace's commitment to using green power; four million kilowatt-hours (kWh) of green power annually.

Finalist for Best Indoor Reception Site, 2013 Readers' Choice Awards for *Wisconsin Bride Magazine*.

Voted the **Wisconsin 2013 Pick** for *The Knot Best of Weddings*.

Monona Terrace maintained LEED-EB silver certification from the U.S. Green Building Council and certification from Travel Green Wisconsin in 2013.

2013 Prime Site Award by *Facilities & Destinations Magazine*, a national publication.

Testimonials

"Everything went off without a hitch; the room was set perfectly, the food was topnotch, and the hospitality of the staff was second to none! ...thank you all for the hard work and extra efforts everyone put forth to make it appear seamless. I am looking forward to working with all of you again..." **Sue L., Domestic Sales Coordinator/Sales and Communication**

"Our reception was absolutely amazing and we received so many compliments on the space and food...It was everything I could have dreamed of...We had an amazing night and I cannot possibly think of one thing that could have made it better." **Rachel C., Bride**

"The event last night was perfect—and everything on your end was done to a tee. I really appreciate all of the help you gave me throughout this process and it looks like all of the hard work paid off—we had lots of compliments last night about the event." **Alison V., Corporate Communication Specialist**

"We are recovering from our wonderful event Tuesday. Thank you for helping us get through it with flying colors. The food was great and your help was indispensable. Thank you for your gracious patience and support!" **Robin R., Communications Director**

"I appreciate your willingness to help us get the details right. Our conference was a huge success and the Monona Terrace facility and the hard work of its staff played a significant role in the success." **Christopher W., Marketing and Communications Coordinator**

"We have been receiving tons of grateful emails from our participants, who loved the food and the venue, and felt that they had been treated unusually well. The rooftop terrace was spectacular—really a high point of a wonderful weekend. I enjoyed myself fully too, not always the experience of the conference organizer..." **Caroline L., Professor**

Monona Terrace Community & Convention Center 2011-2013 Year-End Performance Measures	2011 Actual	2012 Actual	2013 Actual
Conventions and Conferences*	62	65	67
Economic Impact from Conventions & Conferences	\$46.5M*	\$52.5M**	\$52M**
Average Attendance at Conventions or Conferences	659	716	675
As a Percentage of Total Events	9.8%	10.9%	9.9%
As a Percentage of Building Revenue	51.0%	52.5%	50.4%
Room Nights Generated	42,684	46,492	44,746
Local Events	470	434	562
Average Attendance at Local Events	291	280	299
As a Percentage of Total Events	74.6%	73%	83%
As a Percentage of Building Revenue	43.2%	42.1%	48%
Community Events	98	95	107
Average attendance at Community Events	344	581	521
As a percentage of Total Events	16%	16%	16%
Total Attendance of Tours	3,217	2,401	2,628
Volunteer Hours	1,342	1,729	1,758
Total Number of Events	630	594	675
Building Activity			
Number of National or International Events	29	33	32
Number of State and Regional Events	92	75	81
Number of Events in Building per Day	1.7	1.6	2.4
Total Square Footage of Space Rented	15.1M sq. ft.	15.8M sq. ft.	16.8M sq. ft.
Catering Activity			
Number of Meals Served	111,828	118,281	118,246
Number of Guests Served at all Catered Functions	426,071	429,434	458,582
Pounds of Food Donated to Charity	8,442	6,751	10,067
Pounds of Pre-consumer Food Waste Composted	40,000	52,000	62,625
Customer Service			
Percentage of Repeat Business	67%	65%	66%
Willingness to Return	99%	99%	99%
Overall Customer Satisfaction Rating	98%	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 and 150 and total room nights of 499 or less.

** As calculated by Baker Tilly using the average spending per convention delegate, based on both peak room nights and attendance, as determined by the Destination Marketing Association International, and adjusted for the Madison area.

For more information about Monona Terrace, its mission and accomplishments, please go to www.mononaterrace.com