

MONONA TERRACE®



MEDIA KIT



MONONA TERRACE® COMMUNITY AND CONVENTION CENTER

ONE JOHN NOLEN DRIVE MADISON, WISCONSIN 53703

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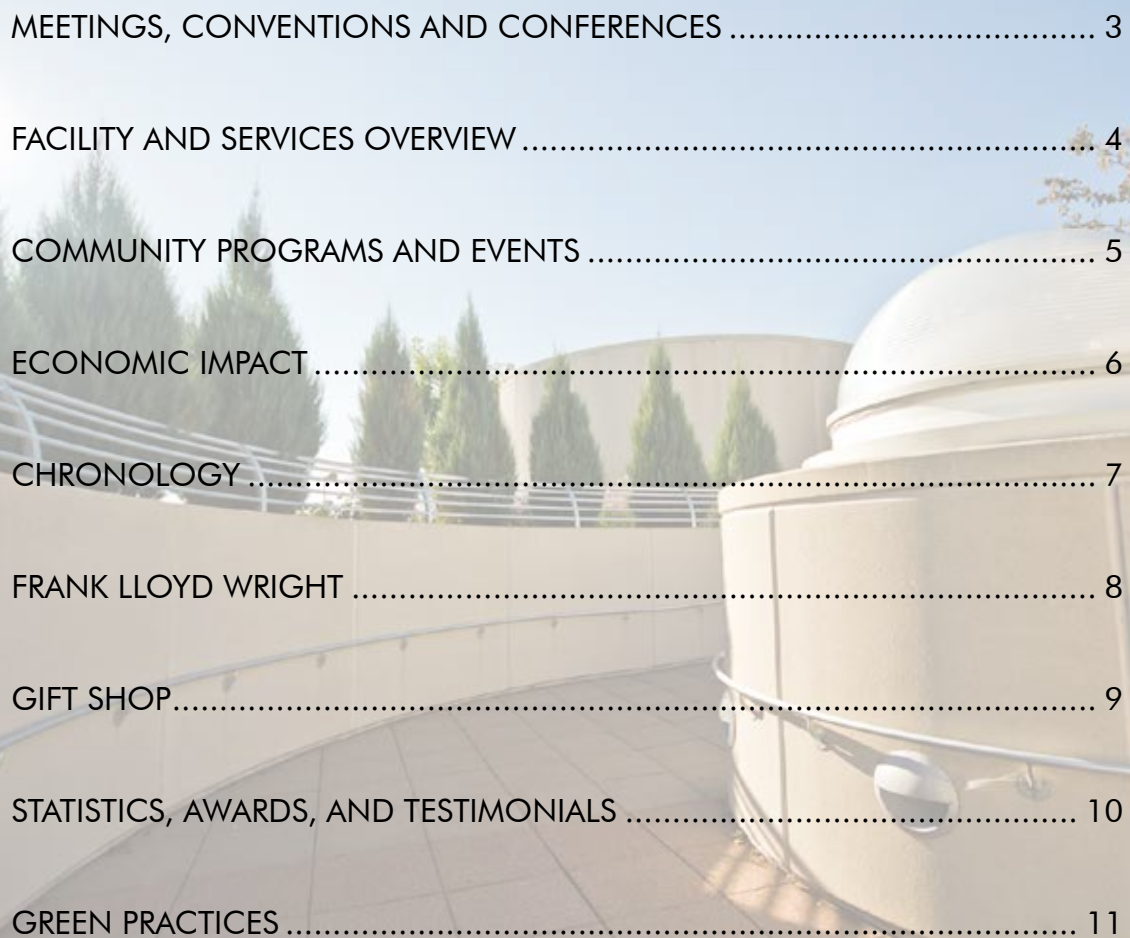
M I S S I O N

To deliver an exceptional and inspirational experience

V I S I O N

To be a globally recognized facility of distinction,
offering endless possibilities and extraordinary service

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MONONA TERRACE MEETINGS, CONVENTIONS AND CONFERENCES



The Frank Lloyd Wright-designed Monona Terrace® Community and Convention Center is located in the heart of Madison's vibrant downtown on the shore of Lake Monona, two blocks from the Capitol. This spectacular multilevel structure features public promenades, meeting rooms with striking lake views and the attached Hilton Madison Monona Terrace. Gracing the rooftop are 68,000 square feet of gardens that may be reserved for events, in addition to the Lake Vista Café, serving light gourmet fare in warm weather months.

Monona Terrace has a well-earned reputation among convention and meeting professionals as one of the finest venues in the U.S. The staff of Monona Terrace recognizes the importance of providing an environment that encourages a sense of well being among attendees and spaces that promote the exchange of ideas and information sharing for all guests. Exceptional atmosphere, award winning catering and leading edge technology make Monona Terrace a favorite of attendees and planners alike. Adding to its appeal, in 2015 Monona Terrace became GOLD certified by the U.S. Green Building Council's Leadership in Energy and Environmental Design for Existing Buildings (LEED-EB) program.

Meeting space includes a 40,000-square-foot exhibit hall, 14,000-square-foot ballroom, 310-seat multimedia lecture hall and 20 additional meeting rooms totaling more than 28,000 square feet. Special amenities include a greeter at the main entrance to assist guests, business center, gift shop, art/exhibit area and expansive areas for registration and information needs. Monona Terrace is where business and inspiration meet!

F A S T F A C T S

- Located in Madison, Wisconsin
- 250,000-square-foot, five-level facility, extending 90 feet over Lake Monona
- 85,000 square feet of total meeting and exhibit space
- 37,200-square-foot Exhibition Hall, accommodating 212 10'x10' booths; seats 3,300 for concerts and 2,000 for banquets
- 13,524-square-foot Madison Ballroom, seating 1,400 theater-style and 808 in banquet rounds of eight
- 5,540 square-foot Lecture Hall, seating 310
- 21 break-out rooms
- 68,000-square-foot William T. Evjue Rooftop Gardens, accommodating 3,043 for receptions
- High Speed, "always on" Gigabit Ethernet internet access
- Attached parking ramp with 600 parking spaces



FACILITY AND SERVICES

Monona Terrace is a convention center like no other, rising from the blue expanse of Lake Monona. Designed by one of the world's premier architects and located just two blocks from the State Capitol and streets full of shops and restaurants, this meeting facility celebrates form and function in one of America's most celebrated cities – Madison, Wisconsin.

Imagine a 250,000 sq. ft., multi-level convention center surrounded by curving, geometric forms that converge with the breathtaking beauty of the natural environment. Spectacular glass vistas accent flexible meeting and exhibition space, such as the:

TECHNOLOGY

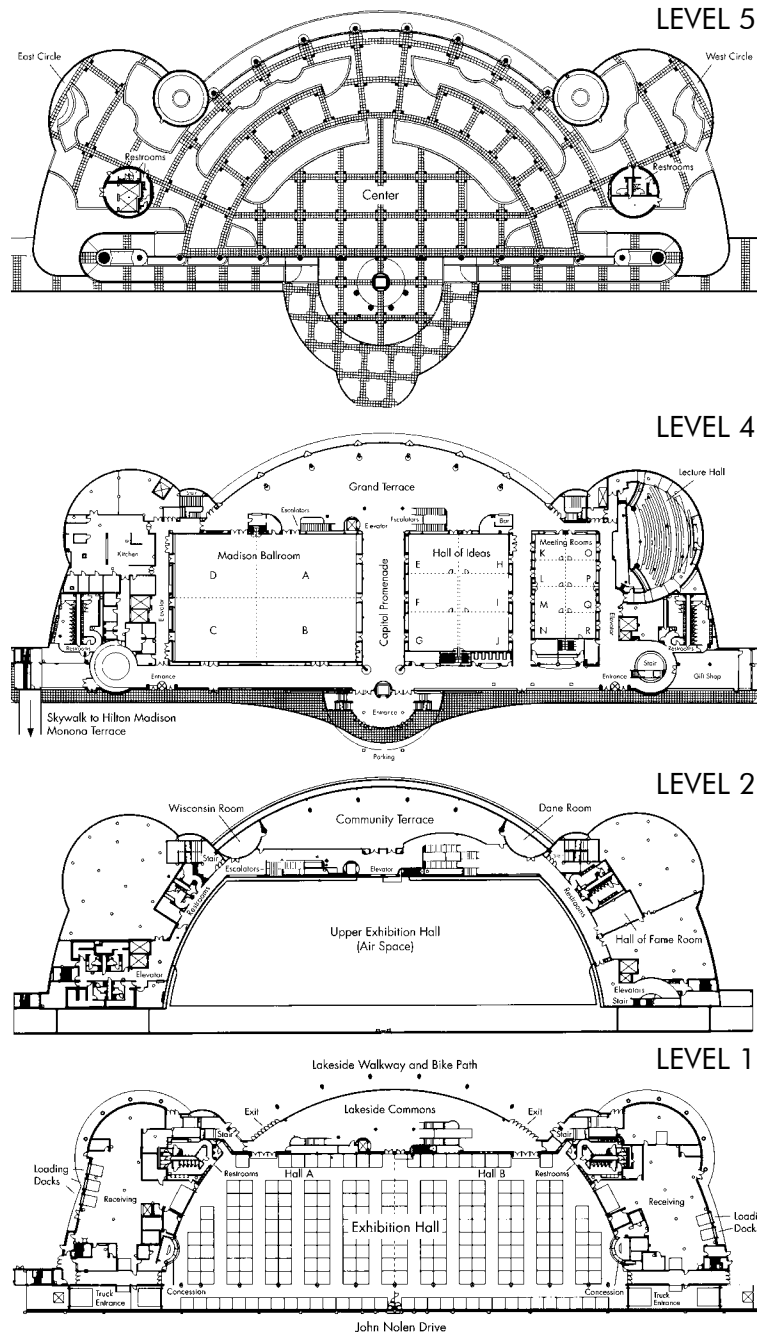
Monona Terrace is equipped with leading edge communication technology that even its visionary designer Frank Lloyd Wright could have scarcely imagined. The facility features redundant Gigabit Ethernet connections, allowing clients high speed, "always on" internet access. Monona Terrace is also one of only a handful of convention centers that can provide Internet2 access and offers outstanding wireless access with complete and reliable coverage throughout the building. Wireless and direct internet connections are available in every room of the facility, including the rooftop gardens. Monona Terrace also offers translation services and conferencing technologies needed to deliver messages around the globe.

For added convenience, we offer a Speaker Presentation Service which allows client presentations to be loaded on to one server and distributed to meeting rooms where needed, thus eliminating compatibility issues and the need to carry laptops room to room or load presentations onto individual computers in advance.

CATERING

Whether planning an executive meeting for three dozen or a community-wide celebration for 4,000, award-winning Monona Catering will provide gourmet menu options to savor long after the sun sets over Lake Monona. From continental breakfasts to elegant corporate receptions and every variety of banquet inbetween, our guests will find a combination of flavors to suit every taste and style.

Monona Terrace is not only designed to meet the high-tech demands of today's convention, trade show and meeting planners, it is also designed for complete accessibility and civic enjoyment. And crowning this jewel is a 68,000 square-foot rooftop garden that celebrates the cityscape. Look out over Lake Monona, the downtown skyline, and the State Capitol dome. You have found the backdrop you need for memorable and effective meetings.



BALLROOM: 14,000 square feet designed to accommodate more than 1,000 diners beneath Wright-inspired chandeliers

MULTIMEDIA LECTURE HALL: Amply seats 310 theater-style, with satellite capabilities connecting Monona Terrace to the world

MEETING SPACES: Offering over 28,000 square feet of flexible spaces ranging in size from 460 to 7,000 square feet

EXHIBIT HALL: Featuring 37,200 square feet of essential convention amenities, including show manager offices, concession areas, seven loading bays and a truck wash bay

PRE-FUNCTION SPACE: Approximately 16,000 square feet for registration, receptions, or breaks. In fact, most of the interior and upper floors of Monona Terrace are devoted to public space, including the mezzanine and its two executive board rooms

MONONA TERRACE COMMUNITY PROGRAMS, EVENTS, AND TOURS

Monona Terrace® Community and Convention Center serves as a community location for residents and visitors to gather, celebrate and learn. Madison's working piece of art truly contributes to the good of the community by hosting a variety of free community programs year round, including children's programs, family events, health and wellness programs, concerts, school outreach programs and lectures. Approximately 50,000 people attend Monona Terrace community events each year. In addition, nonprofit organizations can use the Hall of Fame room free of charge up to three times per year.



Combining elegance with convenience, Monona Terrace offers guided public tours, as well as group tours and activities, that enhance visits to the Frank Lloyd Wright designed building. Tour guides discuss the history of Monona Terrace, almost 60 years in the making, and how the building's dramatic open spaces, curvilinear forms and breathtaking lake views express Wright's "organic" architecture. Reservations are recommended for groups of ten or more. Visit tours.mononaterrace.com for a complete tour schedule



Monona Terrace Community and Convention Center is open to the public daily from 8 a.m. to 5 p.m., and the William T. Evjue Rooftop Gardens is open daily from 8 a.m. to 10 p.m., weather permitting.



ENHANCE YOUR VISIT

- **PUBLIC TOURS** are offered at 1pm daily May 1 thru October 31, and at 1pm Friday-Monday November 1 thru April 30. Admission is \$5/adult and \$3/student. Groups of 10 or more and groups requiring special assistance, call 608.261.4015 to make a reservation.
- **MONONA TERRACE GIFT SHOP** has a unique selection of Frank Lloyd Wright inspired gifts, Wisconsin souvenirs, and specialty items.
- **COMMUNITY PROGRAMS** appeal to a variety of interests and audiences. Free events include children's programs, lectures, concerts, and health and wellness activities.
- **LAKE VISTA CAFÉ** features fresh salads, summer cocktails and local specialties served alfresco in our Rooftop Garden, weather permitting.
- **WILLIAM T. EVJUE ROOFTOP GARDEN** offers spectacular panoramic views of Lake Monona and downtown Madison. Also in the Garden is a memorial to soul singer Otis Redding, who died in a plane crash near where Monona Terrace stands today. Open seasonally, weather permitting.

THE GALLERIES AT MONONA TERRACE

- **MADISON—AN AMERICAN CAPITAL CITY**
Vivid panoramic photo murals of Madison by Wisconsin photographer Zane Williams
- **BEYOND THE DRAWING BOARD: THE JOURNEY OF FRANK LLOYD WRIGHT'S MONONA TERRACE**
Multimedia exhibit showcasing the 60 year history of Wright's labor of love
- **THE WRIGHT PICTURE** Exhibition of photographs by acclaimed architectural photographer, Pedro E. Guerrero

MONONA TERRACE COMMUNITY AND ECONOMIC IMPACT STUDY

After nearly 60 years of debate, Monona Terrace Community and Convention Center received voter approval in 1992, construction commenced in 1994 and it opened its doors on July 18, 1997. It was hoped that the project would become a spark that would invigorate downtown Madison, an area that had fallen into economic decline in 1970's and 1980's.

The Destination Marketing Association International (DMAI) Event Impact Calculator is 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.

Monona Terrace was one of the major stimuli for the downtown's renaissance, including neighborhood revitalization, redevelopment on all four sides of the Capitol Square, not-for-profit investment in new facilities and other community development improvements.

In addition, Monona Terrace serves as the connection from the Capitol to Lake Monona. Walkers and bikers have easy access to the 7.5 mile lakeside pedestrian path from Wilson Street, as well as easy access to Law Park and Olin Terrace Park.

"Mr. [Jerry] Frautschi indicated that serving on the Monona Terrace Commission and seeing the construction of Monona Terrace provided the inspiration for a major performing and visual arts facility in downtown Madison and the confidence that Overture could be successful."

— Baker Tilly Virchow Krause,
Monona Terrace Impact Study



HIGHLIGHTS

- In 2015, Monona Terrace returned \$8.00 in economic benefits to citizens for every dollar invested in the facility, including debt service.
- The facility has generated an average of \$42M in economic benefit annually over the past 10 years and \$464.7M since the building opened.
- The creation of 1,100 jobs is directly related to Monona Terrace.



2016 EVENTS

EVENT TYPE	TOTAL EVENTS	ATTENDANCE
Conferences	31	16,042
Conventions	36	33,329
Banquets	236	57,171
Meetings	200	29,722
Community Events	113	43,147
Community Meetings	8	156
Consumer Shows	24	112,861
Entertainment Events	32	15,845
Total Events	680	308,273
Tours	221	1,943
Educational Outreach	36	667
Total Attendees & Visitors		439,773

CHRONOLOGY

1909 The country's leading city planner and landscape architect, John Nolen, prepares a Madison master plan calling for a series of government buildings connecting the Capitol with Lake Monona, and a lakeside park with a grand set of terraces stepping down to the lakeshore.

1938 Dissatisfied with the presented plans for a City/County office building and civic auditorium, a group of local residents commissions Frank Lloyd Wright to design an alternative plan. The Board of Supervisors turns it down and also blocks the original proposal, thereby losing several hundred thousand dollars in federal funding.

1941 Wright presents a revised plan, again as an alternative to a proposed design for a municipal auditorium. World War II changes priorities, and no auditorium is built.

1948 The civic center project is reintroduced, this time revised to become a civic and transportation center.

1953 Five years later, the Wright proposal is rejected.

1954 Wright tries again, scaling back his plans, deleting the railroad station and all three levels of parking. In November 1954, voters in an advisory referendum barely approve the issue of \$4 million in bonds and Wright as the architect of a "city auditorium" for the lakefront site.

1956 After two years of attempts by opponents to stall the project, Wright is offered a contract for a scaled-back project and site in November. He makes a few minor changes, but otherwise leaves the August 1956 version of the plan intact.

1957 Caught up once again in politics, the Monona Terrace plan is effectively destroyed when the State Legislature (the owner of the site), passes a bill banning construction of any lakeshore building over 20 feet high.

1959 Two years and one lawsuit later, the Legislature repeals the 20-foot-height ban, but not without a fight. Wright dies one month later in April of 1959. Shortly after his death, groups opposed to his project succeed in once again putting the issue on the ballot. The referendum, structured to require a negative answer by those who favored Wright's design, leads to a resounding defeat for his supporters.

1960's The City commissions Taliesin Associated Architects to design a 2,500 seat performing arts center, scheduled to be the first phase of the Monona Terrace plan. Twice, in 1961 and again in 1969, the auditorium portion of the plan is put up for bids. Both times they exceed available funds. In 1969, a new Mayor cancels the project.

1980's The City reviews three other convention center schemes; all fail.

1990 Madison Mayor Paul Soglin asks Taliesin Architects to analyze the City's proposal for a convention center and determines that Wright's final 1959 design for Monona Terrace can be adapted.

1991 Taliesin Architects is commissioned to do schematic designs for the convention center. George Nelson and Jerry Frautschi, among others, take representatives of the Evjue Foundation to Taliesin to view the Monona Terrace model and sketches and secure a generous \$3 million contribution from Fred Miller, president of the Evjue Foundation. Miller states that William T. Evjue himself would have been proud to be part of the project.

1992 Five decades (and eight design revisions) later, the Monona Terrace stand off is finally broken by Mayor Paul Soglin, who appoints a development commission with a broad cross-section of members from chief executives of utility companies and labor leaders to art students and university professors. Governor Tommy Thompson immediately offers \$18 million in state funds to pay for the parking portion of the project.

1993 In a third city election on the subject, voters approve a bond issue to erect what is now Monona Terrace Community and Convention Center. The projected cost is \$67.1 million: \$18 million from the state, \$12 million from the city, \$12 million from Dane County, and \$8 million from private donors. The remaining \$17 million is to be raised over 20 years from hotel taxes.

1994 In December, construction finally begins.

1997 On July 18, Monona Terrace Community and Convention Center officially opens, and the 59-year-old vision becomes a reality.

FRANK LLOYD WRIGHT—THE ARCHITECT

Although there is no official birth certificate, public record shows that Frank Lloyd Wright was born in Richland Center, Wisconsin on June 8, 1867. After living in Iowa and Massachusetts, the family settled in Madison, Wisconsin. Wright left high school in 1886 without graduating and was admitted as a "special student" to the University of Wisconsin College of Engineering, where he later received an honorary doctor of fine arts in 1955.

All in all, Wright spent about seven years in Madison (from 1880 to 1887). After working part time as a draftsman assistant to a UW professor of engineering, he officially began his professional architecture career in early 1887 when he moved to Chicago. He joined J.L. Silsbee as a draftsman and later joined a prestigious Chicago firm, Adler and Sullivan. Following employment with Adler and Sullivan, Wright decided to establish his own business.

Wright's residence in Illinois led to his creation of the popular Prairie Style design, which is demonstrated in many home designs, and the Unity Temple in Oak Park, IL. After moving back to Spring Green, Wisconsin in 1910, Wright designed and built his famous home named Taliesin. He continued to modify and expand Taliesin over the next 50 years of his life. The first major work was necessary to repair damage caused by a tragic fire that decimated the living quarters of the property and at the same time served as the backdrop of the murder of his mistress, her two children and four other people.

Throughout the rest of his years in Wisconsin, Wright continued to design many recognizable structures, including numerous designs for what is now Monona Terrace. However, after Wright's death in April of 1959, it would be 35 more years until ground would break at Monona Terrace in December of 1994.

"IT WILL NEVER BE BUILT IN MY LIFETIME"

Wright presented his original design of Monona Terrace to city officials in 1938. He received \$250 for the work, which was the only payment he ever received for what could arguably become his crowning achievement. Wright faced significant opposition from many Madison residents and submitted numerous designs and plans for the building throughout his lifetime.

Wright designed the building as a "dream civic" center that would serve as a community-gathering place. The design included a rooftop garden, city offices, a jail, courtrooms and even a railroad station. The costly plan was turned down by the Board of Supervisors, which cost the City of Madison hundreds of thousands of dollars in promised federal funding.

The decision by the board would only be the first of many in Wright's long battle with the City of Madison and local residents. Wright continued to fight over the years by submitting new designs for approval, while the concept of the building itself changed from an office building into a public auditorium, to a civic center, to become what is now Monona Terrace.

Wright reluctantly and correctly prophesied that Monona Terrace would "never be built in my lifetime." However, the architect would always add, "someday they will." After 59 years of debate, Monona Terrace officially opened its doors in July of 1997.

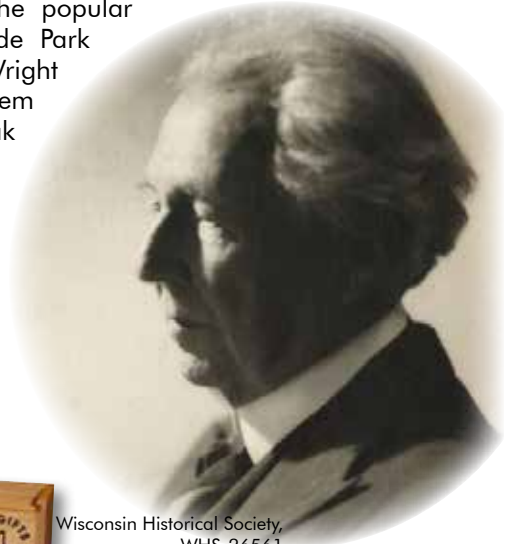
MADISON, WISCONSIN

Madison is home to many Wright buildings including The Herbert Jacobs 1 House (1938), The Unitarian Meeting House (1949),

The "Solar Hemicycle" or Herbert Jacobs 11 House (1944), The Robert Lamp House (1903), The John Pew House (1936), The Eugene A. Gilmore Prairie-style "Airplane House" (1908) and several prefab homes in collaboration with Marshall Erdman.

OTHER FRANK LLOYD WRIGHT SITES

Wright built many buildings throughout the state of Wisconsin. Within a 300-mile radius of Monona Terrace are dozens of Wright-designed structures. Highlights include the Johnson Wax Building (1936), Wingspread (1939), and the Hardy House (1905), all in Racine, WI. One of Wright's last designs (1958) was the Seth Peterson Cottage on the shores of Mirror Lake in the Wisconsin Dells. Chicago area sites include the popular Robie House in Hyde Park and 30 other Wright Structures, most of them private homes in Oak Park, IL.



Wisconsin Historical Society,
WHS-26561

WOULD YOU HAVE GUESSED?

- Wright was influenced by Froebel "gifts," which are blocks developed by Friedrich Froebel. The blocks were given to Wright by his mother Anna Lloyd Jones Wright, who was determined that her son would become an architect.
- Lincoln Logs were invented by Wright's son John Kenneth Wright in 1910.
- A massive earthquake struck Wright's earthquake-proof Imperial Hotel in September of 1923, just a day after its grand opening. The building remained intact and was used for emergency services during the disaster.
- Wright designed a house for playwright Arthur Miller and his wife, Marilyn Monroe, that was never built.
- It is believed by many people that Ayn Rand modeled the character Howard Roark in the book *The Fountainhead* after Wright.
- Wright was a lavish spender and frequently didn't pay his bills. His bad debts made many in south central Wisconsin furious, even to this day.
- Wright threatened to assassinate Joe Jackson, a Madison community leader, who for many years opposed the building of Monona Terrace.

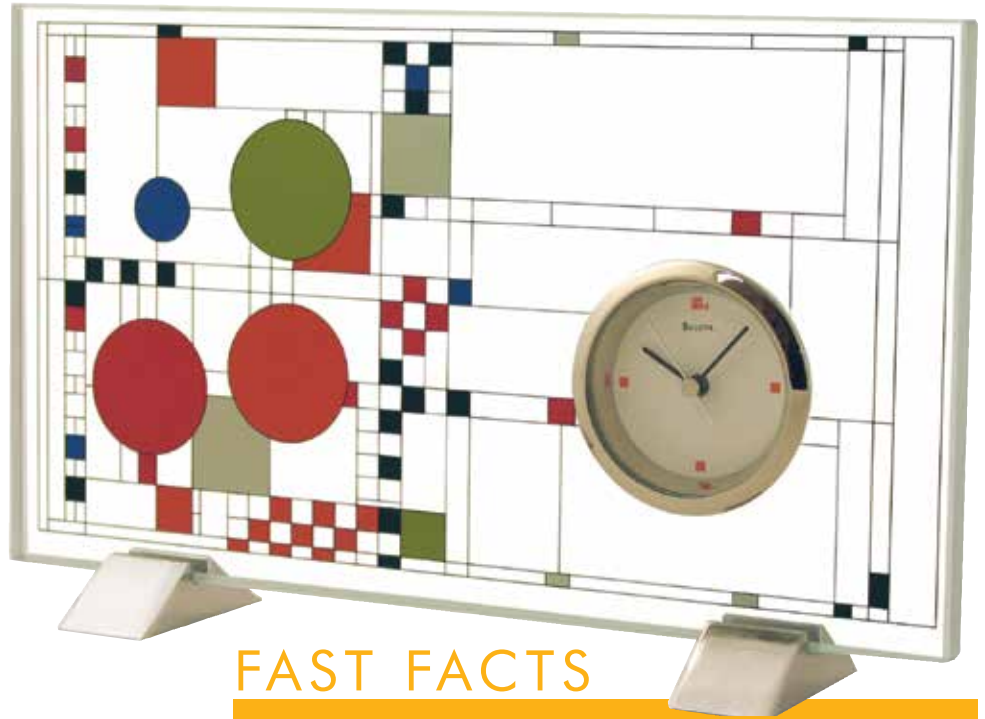
MONONA TERRACE® GIFT SHOP

Monona Terrace Gift Shop sells an extensive assortment of gifts and home decor based on the architectural designs of Frank Lloyd Wright. Our retail store is located inside Monona Terrace on Level 4 and is open Monday-Saturday 10am - 5pm and Sunday 11am-3pm. The innovative design products, home decor items, and clothing featuring Wright's designs are available for purchase.

The Gift Shop also provides convention services for events at Monona Terrace. A range of items suitable to use as speaker gifts or attendee gifts are offered. Gift Shop staff can also coordinate book sales for our events with published authors or obtain customizable merchandise to suit the needs of all guests.

For visitors to Monona Terrace, the Gift Shop also has a selection of Madison and Wisconsin souvenirs as well as locally made merchandise.

There is also a small selection of environmentally friendly and ecologically sound merchandise and games.



FAST FACTS

- Open (except major holidays)
10am – 5pm Monday – Saturday
11am – 3pm Sunday
- Phone Number: 608.261.4036
- Email: mtgiftshop@mononaterrace.com
- Located inside Monona Terrace on Level 4
- Shop Online: giftshop.mononaterrace.com
- Convention Services
 - Special Orders for Events
 - Promotional Gifts
 - Speaker Gifts
 - Customizable Merchandise
 - Book Sales
- Frank Lloyd Wright Merchandise
 - Home Accessories
 - Jewelry
 - Clothing
 - Personal Accessories
 - Books
 - Seasonal Items
- Specialty Merchandise
 - Arts & Crafts Items
 - Unique Gift Ideas
 - Madison & Wisconsin Souvenirs



RECOGNITION & AWARDS, PAST & PRESENT

- Governor's Tourism Service Excellence Award.
- Common Council resolution for the biennial community program, Terrace Town, which serves 1,450 Dane County school children, utilizes 25 local architects, urban planners and countless other volunteers for the design and creation of sustainable model cities.
- Wisconsin Business Friend of the Environment Award by Wisconsin Manufacturers & Commerce
- A special jury recognition from the Association of Architecture Organizations Golden Cubes Awards for the program Terrace Town Going Green, for robust community participation, types of partnerships, and scale of participation.
- A Staff Citation of Distinguished Service to the profession of architecture by the American Institute of Architects Wisconsin for the work with the Wright Design Series.
- In Business Magazine Executive Choice Awards Preferred Local Venue for Business Meetings/Events
- Governor's Tourism Stewardship Award for sustainable business practices
- Star of Madison Award – Voted Best Wedding Reception location by Wisconsin State Journal and madison.com readers
- Wisconsin Federation of Museums "Award of Institutional Excellence" in programming for the Wright Lecture Series, Froebel Block Workshops, and Terrace Town programs which are produced by Monona Terrace
- Finalist Best Reception Venue, Best Ceremony Venue, Best In door Reception Site – readers choice awards for Wisconsin Bride Magazine
- Best Place to Have a Wedding by The Knot Magazine
- Voted Best Conference Center, Best Reception Facility, and Best Convention Center by readers of Wisconsin Meetings magazine
- Prime Site Award by Facilities and Destinations Magazine
- Recipient of the Wisconsin South Central Library System Partnership Award for community programming
- People's Choice Wonders of Wisconsin Awards in the Building and Architecture Category, 3rd Place
- Readers' Choice Award for Best Conference Center in WI by Corporate Report Wisconsin
- Wisconsin Forward Award Mastery level of recognition, developed by the Governor's Council on Workforce Investment
- LEED-EB (Leadership in Energy and Design-Existing Building) green certified building at the GOLD level by the U.S. Green Building Council
- Travel Green Wisconsin certified
- Best Midwest Convention Center by readers of Meetings MidAmerica
- Best Attraction Awards, Madison Magazine
- Architectural Precast Association Manufacturing Excellence Award
- Architectural Precast Association Craftsmanship Award
- Wisconsin Ready Mixed Concrete Association 1998 Concrete Design Award, Municipal Building Category

STATISTICS, AWARDS, AND TESTIMONIALS



- Wisconsin Association of Consulting Engineers Honor Award

STATISTICS

- Monona Terrace has generated an average of \$42 million in economic benefit per year to Madison, Dane County, and the State of Wisconsin over the past 10 years.
- Monona Catering annually donates approximately 6,500 pounds of food to local food pantries and diverts 19 tons of pre-consumer food from the waste-stream for composting.
- 100% of surveyed guests say they would return to Monona Terrace for their next event
- Monona Terrace has directly created 1,100 jobs
- Monona Terrace presents community events that serve approximately 50,000 people each year.
- Volunteers log an average of 3,000 hours per year supporting tourism and community programs.

MONONA TERRACE GREEN PRACTICES

LEED CERTIFICATION

Monona Terrace received the LEED-EB (Leadership in Energy and Environmental Design-Existing Building) GOLD certified building designation in 2015 by the U.S. Green Building Council. Monona Terrace was one of the first existing silver level certified convention centers in the United States.



RECYCLING

Revamped recycling practices have more than doubled the overall recycling rate for the building. Monona Terrace currently recycles 55% of its solid waste stream.

GREEN PURCHASING

The use of non-toxic green cleaning products has been implemented throughout the building. Monona Terrace partnered with the City of Madison, following the City's Natural Step initiative, to purchase environmentally friendly cleaning products at a bulk pricing rate. This encouraged many city departments that were not green cleaning to begin using environmentally friendly products. Approximately 87% of all Monona Terrace office supplies are Earth friendly.

MONONA CATERING

The use of recyclables, including plastic cups at water stations and outdoor events, box lunch packaging, copy paper and toner cartridges, is an example of how environmental factors are fused into Monona Catering. In addition, 3.25 tons of leftover food is donated to local food pantries each year, many condiments are presented in bulk packaging and custom organic menus are available. Monona Catering also partners with We Conserve, an initiative that orchestrates the collection and composting of food waste on the University of Wisconsin – Madison campus. Approximately 19 tons of food are composted each year.



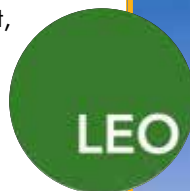
TRAVEL GREEN WISCONSIN

Monona Terrace is recognized as a Travel Green Wisconsin Member by the Wisconsin Department of Tourism for continuing to improve operations in order to reduce environmental impact.



LEONARDO ACADEMY

The Leonardo Academy is a Madison-based organization that focuses on a wide variety of sustainability issues. For clients that seek ways to reduce their footprint on the environment, Monona Terrace offers the Leonardo Academy's Cleaner and Greener Program as an option. This program has been offsetting emissions caused by events since 2001. Participants in the program are able to procure offsets in CO₂ emissions for their respective events.



RENEWABLE ENERGY

Currently, 100% of electrical energy at Monona Terrace is offset with wind-generated and renewable energy credits. Although the facility usage continues to increase and additions have been made to the building, baseline energy usage has decreased by 18.3% over the last five years. Monona Terrace uses on average 49% less energy than other convention centers located in similar climates.

