

2021 ANNUAL REPORT



MONONA  TERRACE

A LETTER FROM EXECUTIVE DIRECTOR CONNIE THOMPSON

I find myself amazed by the resilience and creativity that have grown from the challenges we've all confronted personally and professionally these past few years. So often stories of resilience highlight the tenacity and grit necessitated from thinking differently, making difficult choices, and examining other ways to achieve goals.

The Monona Terrace story is no different. Despite substantial challenges we're on a positive path forward. And I'm proud to share with you that Monona Terrace continues to be an important community asset, and an industry leader that is poised to make an even more significant community contribution as it enters its second quarter-century of service.

From a strong and fertile foundation created over the past 25 years, Monona Terrace plays a consistent and significant role in the identity and economic prosperity of the City of Madison. Thanks to our exceptional staff and our unending commitment to safety, technology, and service, we continually provide a world-class experience for our clients and visitors.

Throughout this 2021 Annual Report, we'll highlight accomplishments that underscore our strengths and illuminate the reasons we are confident Monona Terrace will continue to thrive well into the future. Specifically, you'll learn more about how Monona Terrace:

REMAINS A VALUED - AND VALUABLE - COMMUNITY ASSET

From its first visitors 25 years ago to today, Monona Terrace's unique and historic building continues to serve as a host and anchor for thousands of annual convention and event visitors. The purchases made by these visitors generate income for local businesses, and sales and room taxes that remain a significant source of revenue for local government. We serve our clients and contribute to the local economy by supporting merchants, hotels, and restaurants. See our performance summary on page 14.

PROVIDES A WORLD-CLASS EXPERIENCE

There is no place in the world quite like Monona Terrace. Our beautiful facility, based on the visionary architectural designs of Frank Lloyd Wright, sits like a crown jewel on the shore of Lake Monona and in the heart of downtown Madison. Visitors to Monona Terrace are served by an exceptional staff, many of whom have spent their careers as part of the Monona Terrace team. Our dedicated and experienced staff have worked to set the industry standard in safety, sustainability and technology. See page 5 for details about our LEED Platinum status and AV and hybrid capabilities.

FORGES COLLABORATIVE PARTNERSHIPS

2021 was a year of unprecedented local collaboration as Monona Terrace partnered with individuals, committees, and the local hospitality industry toward the goal of safely reopening to visitors and events. The Monona Terrace team collaborated with public health to develop reopening protocols to ensure the safety of our guests. See page 8 for details about collaborations and partnerships.

The pandemic has changed our industry and through this adversity we've found new ways to serve the public and forge ahead. Thanks to the creativity of our staff and their commitment to service and excellence, we continue to grow and evolve – positively impacting our community and the clients and visitors we serve. Monona Terrace has seen tremendous growth in our first 25 years and it's only a glimpse of what the future has in store.

Sincerely,

Connie Thompson

Connie Thompson
Monona Terrace Community and Convention Center
Madison, Wisconsin



IT STARTS WITH THE PEOPLE...

Monona Terrace is many things to many people – a stunning gathering place, a world-class facility, community asset, and a treasure to be proud of. And while the architecture and its location are unparalleled, the true success of this facility as a community and convention center is due to the hard work and dedication of our experienced staff, many of whom have worked at Monona Terrace a decade or more. In this Annual Report we'll share our financial figures and key facts, but also spotlight a few members of the Monona Terrace team.



ROY VELA, Monona Terrace Assistant Operations Manager



Roy has spent his career at Monona Terrace, joining the staff right out of college 24 years ago. He began working in security and then moved full-time into operations. He has worked in and oversees all aspects of operations – security, cleaning, facility maintenance and event operations. He's been Assistant Operations Manager for several years and not only helps manage day-to-day operations at Monona Terrace, but administers hiring, scheduling and payroll for a staff of about 50.

Roy says one of his most memorable experiences in his two dozen years at Monona Terrace was the opportunity to meet a personal hero. "I'm a sports geek. American Family had a rooftop event and it was when Derek Jeter (Baseball Hall of Fame shortstop and former Yankees superstar) was here. Meeting him was such a thrill. Especially since I'd played shortstop when I was in high school."

WENDY BROWN-HADDOCK, General Manager Monona Catering



Most people probably aren't aware that Monona Catering is a private company that handles the food and beverage needs of the city-owned Monona Terrace. And Wendy Brown-Haddock says the fact that folks aren't aware of this unique partnership illustrates how seamless and symbiotic the relationship is. Wendy has been with Monona Catering for more than 15 years. She began in sales and has been General Manager since 2017.

Her fondest memory also involves a celebrity, but the real reason it is memorable for Wendy is because she is reminded of the extraordinary partnership between Monona Catering and Monona Terrace. "In 2018, there was a very large event and the special guest was John Legend. It felt like one big family working together. It was a very proud moment. Our staff worked so well with Monona Terrace to create a wonderful evening. It was a magical night."

SARA CARRIZAL, Office and Design Services Administrator



Sara Carrizal has been a Monona Terrace team member for more than 15 years. She began as receptionist and took over as Office and Design Services Administrator in 2015. Besides serving as Connie Thompson's assistant, Sara works with all Monona Terrace managers and focuses on providing regular and clear communication with the Monona Terrace Board, management and all staff members.

Sara is unreservedly proud of Monona Terrace's community impact. She says she became especially aware of its impact during the pandemic. "Our community outreach through free programming for families, especially in the areas of health and wellness during Covid, was so needed and appreciated. This is truly a community gathering place for everyone."

HEALTH, SAFETY AND TECHNOLOGY: MEETING CURRENT NEEDS, WHILE FOCUSING ON FUTURE SUSTAINABILITY

Monona Terrace is leading the way in sustainability and safety, achieving both LEED Platinum status and Global Biorisk Advisory Council® (GBAC) Star™ recertification in 2021. The U.S. Green Building Council's LEED (Leadership in Energy and Environmental Design) certification is a globally recognized symbol of sustainability achievement and leadership and the most widely used green building rating system in the world. The LEED program focuses on such building aspects as sustainability; water efficiency; energy and atmosphere; materials and resources; indoor environmental quality; innovation in design; and regional priority. LEED designations are difficult to obtain and even more difficult to maintain because they require proof of constant improvement.

Monona Terrace has been involved in the LEED Program for nearly 15 years. In 2007, Monona Terrace was the first convention center in the nation to earn LEED Silver status. In 2015, it earned the Gold designation. And then after further expansion and refinement of its energy, environmental and sustainability efforts and protocols earned LEED Platinum status in fall of 2021.

"Platinum is the highest LEED designation and is especially difficult to achieve for an existing and high-use facility," said Executive Director Connie Thompson. "We had policies and protocols in place, but LEED also requires proof of continued, improved performance. This involved tremendous effort and was a huge accomplishment by our team."

LOOK WHAT WE'VE ACHIEVED:

- Monona Terrace has an energy use rating 27 percent below similar facilities in comparable climates.
- Water use reduced to 43 percent below the LEED benchmark.
- Purchase of green energy to offset 100 percent electric power consumption and 100 percent offset of non-electric carbon emissions. This equates to 15,313 metric tons of carbon dioxide equivalent (CO₂e) during the five year LEED performance period.
- Continued conversion from fluorescent and metal halide lighting to LED technology.
- Compost over 29,000 pounds of pre-consumer, organic kitchen waste.
- Donation of approximately 5,500 pounds of food to charity each year.
- Site gardens host over 6,800 square feet of native plantings used to reseed 162,000 square feet of City of Madison green space.

And while Monona Terrace continues to distinguish itself as a green meetings industry leader through its environmental initiatives, they've also prioritized and advanced pandemic safety practices earning reaccreditation as a GBAC Star™ facility. The Global Biorisk Advisory Council® (GBAC) Star™ accreditation is the highest standard set by the worldwide cleaning industry association. Earning the GBAC Star™ means Monona Terrace has met stringent protocols for cleaning, disinfection and infectious disease prevention and meets the highest standards of readiness for biorisk situations and public safety.

"Maintaining and keeping standards at the highest level possible is necessary to get business back to normal," said Assistant Operations Manager Roy Vela. "We asked ourselves, 'what can we do to keep people safe and bring people back?' This is the new normal for both our employees and visitors. We pivoted and innovated so much during the pandemic."

Other innovations include ever expanding technology and AV offerings to accommodate virtual and hybrid events. Hybrid events, which feature remote and in person attendees and presenters, have become the new normal and Monona Terrace pairs state-of-the-art technology with staff expertise to provide exceptional experiences.



WHAT OUR CUSTOMERS ARE SAYING

"You'll always be in our minds and hearts reflecting on our wedding. We literally couldn't have done it without you. You made everything perfect, you went above and beyond every step of the way."

"The entire service team at the convention center is excellent. The preparation that went into planning a hybrid meeting was new territory for all of us. The AV team is the best I have worked with in 22 years of planning ULC meetings. We couldn't have been happier with the outcome."

-Uniform Law Commission

"I was impressed with every aspect of the planning process for our banquet and the banquet itself. Staff were incredibly helpful and flexible, particularly with the ever-changing COVID restrictions both on the government/facility end and on our end. We also had last minute A/V changes with which the staff enthusiastically assisted."

"Your staff did such a great job helping us organize the event. You exceeded our expectations and took a lot of pressure off our internal planning committee. Most of my friends and colleagues are in the architecture industry, so the Frank Lloyd Wright connection makes this venue very unique."

-UW Swarming

"Literally, everything was exactly as we planned. An absolutely wonderful experience."

-Simonson & Strommen Wedding



IMPACTFUL COMMUNITY LEADERSHIP AND COLLABORATION

This summer will mark 25 years since Monona Terrace Community and Convention Center first opened its doors, enhancing Madison's beautiful downtown skyline and helping to spur the growth of our local and regional economy. In our first quarter-century, our highly photographed and celebrated Frank Lloyd Wright designed facility has become an integral part of the fabric of downtown, aesthetically, economically, and collaboratively.

When business slowed during the pandemic, Monona Terrace staff shifted and worked cross-departmentally with various City of Madison agencies. Our team members worked closely with other city staff to create innovative organizational development processes to help elevate City of Madison staff training programs. And Monona Terrace leadership worked with a local hospitality industry committee and Public Health Madison and Dane County to help develop best practices and policies to hold events safely – information that was shared with restaurants, caterers, and private businesses. It was a team effort to boost business and help the city reopen safely and focus forward toward recovery.



"While much of the life of downtown changed with the pandemic, Monona Terrace is helping lead downtown's recovery by serving as Madison's community center and gathering place. By showing off the best of our community, Monona Terrace is at the forefront of a renewed and reimagined downtown: a vibrant, equitable and welcoming place for everyone," said Jason Ilstrup, President of Downtown Madison, Inc.

With the help of partners like Downtown Madison, Inc. and Destination Madison, Monona Terrace is working to bring events and visitors back to Madison, providing a much needed boost to hotels, restaurants, and other local businesses impacted by the pandemic.

"Monona Terrace Community and Convention Center is one of the key economic drivers for tourism in the City of Madison. Destination Madison is working closely with the incredible team at Monona Terrace to book meetings, conferences and conventions in the short term (2022 and 2023) and long-term (2024 and beyond). These bookings are key to our success as we rebuild Madison's tourism economy from the huge loss experienced during the height of the pandemic," said Destination Madison CEO Ellie Westman Chin. "Monona Terrace is not only a venue for outside groups coming to Madison, but it's also an important place for our residents to gather, socialize and learn about the amazing culture we have in our city."

"We work really hard to fulfill our mandates, one of which is to make this an inclusive community gathering place. Working at Monona Terrace makes me appreciate our other mandate to be an economic catalyst for Madison. During COVID we saw what it was like when we were shut down. We are an economic engine. We need to be running to keep downtown hopping."

-Sara Carrizal, Office and Design Services Administrator

“Monona Terrace Community and Convention Center is one of the key economic drivers for tourism in the City of Madison”.

- Ellie Westman Chin, President & CEO, Destination Madison



“The life breathed into our community by Monona Terrace helps ensure over \$300 million in economic impact and over 4,500 hospitality jobs to downtown alone”.

- Jason Ilstrup, President, Downtown Madison, Inc.



“Monona Terrace is a well-known landmark of our city and a welcoming facility for both residents and visitors. I especially appreciate the quality service and hospitality that Monona Terrace staff provide to all who pass through its doors. We are lucky to have such a beautiful convention center right downtown. I want to thank Monona Terrace staff for how they prioritize equity and sustainability in their work”.

- Satya Rhodes-Conway, Mayor of Madison



COMMUNITY PROGRAMS

PROGRAMMING

In 2021, we served 20,756 people through 117 free and low-cost virtual and in-person community programs. We continued to serve our community in meaningful ways during the pandemic, offering virtual, hybrid and in-person options, while also introducing some new programs:

- **Madison Makes** showcased videos and photos of all of the creative projects people took on during the pandemic. We asked people to share what they've been making and creating during these challenging times, and consolidated all of their submissions into a two hour online event.
- **Live @ Lake Vista**, a casual summer rooftop music series, offered our guests a safe and spacious outdoor experience featuring talented local acts.
- **Essential Experiences**, launched through a partnership with Destination Madison, features a special tour with an art making component focused on geometry as our underlining design.

Our popular Wright Design lecture series, Lakeside Kids!, Moon Over Monona Terrace, and health and wellness programming continued to reach new audiences through our expanded virtual offerings. And in the summer we were pleased to safely restart our public building tours, with 374 tour attendees in 2021.

VOLUNTEERS

Many thanks to our wonderful volunteers who donated 749 hours in 2021 as we transitioned back to more normal operations. They provided building tours, helped maintain our gardens, and assisted with community events.

FRIENDS OF MONONA TERRACE

The Friends of Monona Terrace Board continued to provide its strong support of our programming through their outreach and financial support of our virtual, in person, and hybrid programming in 2021.

COMMUNITY AND PROGRAM PARTNERS

Our generous community partners provided financial support through grants and sponsorships for our Health and Wellness series, Live @ Lake Vista, and Lakeside Kids! programming totaling \$14,862.

TESTIMONIALS

Yoga Core

"I am especially grateful that you are able to offer these free of charge, that is a wonderful gift for such high-level training." -Shelly

Wright Design

"I enjoyed the program immensely. I am thankful and appreciate those who are preserving [Frank Lloyd Wright's] legacy. I discovered [Wright] in college and he has been my guiding light ever since." -James T.

Essential Experiences- Inspired by Wright

"Even after living here for years I still learned so much about Wright's life and that of the Monona Terrace. Tour was fun and personable and loved the activity!" -Shaun H.

Moon Over Monona Terrace

"While we miss the in-person event, the virtual Moon Over Monona Terrace events have been so much fun too. We're glad you've been able to keep it going even during the pandemic."

SOCIAL MEDIA



Facebook followers

17,039



Twitter followers

4,076



Instagram followers

2,497



Email subscribers

21,441

PROVIDING A WORLD-CLASS EXPERIENCE

Monona Terrace helps orchestrate your incredible – whether it's a family wedding, business meeting or large-scale convention. Each and every event we host is individual, unique and special and our staff are dedicated to delivering a distinctive, memorable and world-class experience for clients and visitors.

But we couldn't do it without our key partner, Monona Catering. "It's a wonderful feeling when clients don't realize that Monona Terrace and Monona Catering are two separate companies," Monona Catering General Manager Brown-Haddock explains. "That means that the process in planning their event was seamless and they felt well taken care of."

Brown-Haddock says clients' expectations have changed a lot over the years- from an increased interest in healthy food and special dietary needs, to elevated food and beverage themes. And Monona Catering has risen to the challenge.



MONONA CATERING

The COVID-19 Pandemic continued throughout the year of 2021.

The reduced capacity for events was lifted by late April, and by May, we were pleased to welcome some of our 2020 clients back and demonstrate how we produce safe events. We continue our commitment to helping all persons feel safe, comfortable and confident that their food and beverage experience will exceed expectations.

We finished the year with revenues of \$1,599,841 (pre-audit) which is 15 percent above 2020 totals.

THE 2021 SERVICES WERE:

- Hospitality (coffee breaks)
15,445 guests
- Meals (breakfast, lunch, dinner)
18,553 guests
- Receptions
18,235 guests
- Total Services (includes all misc.)
83,676 guests

Monona Catering donated approximately 4,800 pounds (2.4 tons) to the Healthy Food for All program and local shelters.

Monona Catering began working with a new composting company which is locally owned and family operated. In 2021, approximately 800 pounds (.4 tons) of pre-consumer composting was diverted from the waste stream.

LAKE VISTA CAFÉ

The Lake Vista Café opened for the season on May 18, and closed on September 12th.

The café had an excellent season, with final revenues of \$110,863 (pre-audit). The guest comment card averages were exceptional, with overall staff service and food satisfaction rated at 100 percent.

2021 MARKETING ACTIVITIES

Monona Catering provided private tastings to our weddings in 2021. We look forward to providing more marketing activities in 2022.

MOVING AHEAD IN 2022

Monona Catering celebrates the innovation and collaboration that helped to provide remarkable events during the pandemic. We remain dedicated to the health and safety of our employees and guests, and maintain the highest level of service and quality of food.

**THE MONONA CATERING COMMITMENT:
“TO BE THE BEST, NO LESS”**



MONONA TERRACE BOARD OF DIRECTORS

Judy Karofsky, Chair
Principal, Real Estate Insights, LLC

Jim Ring, Vice-Chair
President/CEO, Park Towne

Andrea Nilsen, Secretary
Business Development and Director of
Racquet Sports, Cherokee Country Club

Angela Bozo
Director of Member Programs, for INFRA

Glenn Krieg
Chief Financial Officer,
Morgan Murphy Media

Brent McHenry
Executive Director, Alliant Energy Center

Areliano Montes
General Manager, Food Fight
Restaurant Group, Canteen

Steven Peters
Dane County Board of Supervisors

Jane Richardson
Independent, Nonprofit Organization
Management Professional

Mark Richardson
President, Unfinished Business, LLC

Eric Rottier
North Central Group, Regional
Vice President of Operations

Mike Verveer
Alderman, City of Madison

Monona Terrace Community and Convention Center 2019-2021 Year-End Performance Measures	2019 ACTUAL	2020 ACTUAL	2021 ACTUAL
Conventions and Conferences¹	60	10	13
Economic Impact from Conventions & Conferences ²	\$33.3M	\$3.4M	\$5.9M
Average Attendance at Conventions or Conferences	718	903	955
As a Percentage of Total Events	11%	6%	4%
As a Percentage of Building Revenue	41%	40%	36%
Hotel Room Nights Generated	31,568	3,364	9,369
Local Events	392	90	224
Average Attendance at Local Events	532	195	553
As a Percentage of Total Events	74%	52%	66%
As a Percentage of Building Revenue	37%	43%	49%
Community Events	99	92	118
Average Attendance at Community Events	389	144 ³	176 ³
As a Percentage of Total Events	19%	53%	35%
Total Attendance of Tours	2,446	87	374
Volunteer Hours	1,751	385	749
Building Activity			
Number of National or International Events	36	1	1
Number of State and Regional Events	103	22	23
Average Number of Events in Building per Day	1.5	0.3	0.9
Total Square Footage of Space Rented	14.3M SQ. FT	4.1M SQ. FT	7M SQ. FT
Total Number of Hotel Room Nights Generated	34,188	3,639	11,000
Total Number of Events	531	174	337
Catering Activity			
Number of Meals Served	110,305	22,943	18,553
Number of Guests Served at all Catered Functions	428,112	83,732	83,676
Pounds of Food Donated to Charity	5,700	3,500	4,800
Pounds of Pre-consumer Food Waste Composted	42,000	1,000	800 ⁴
Customer Service			
Percentage of Repeat Business	69%	74%	53%
Willingness to Return	100%	100%	100%
Overall Customer Satisfaction Rating	98%	99%	100%

Note:

¹ 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.

² The Destinations International (DI) Event Impact Calculator is used to estimate the economic impact of Monona Terrace. The DI and Tourism Economics created the calculator in 2011 and it has become the industry standard for measuring the value of conventions and conferences.

³ Total in-person attendance of community events was 10,466, total virtual attendance was 10,262.

⁴ The composting program was suspended for a period of time in 2021, it took time to find and contract with a new company.



MONONA
TERRACE

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