

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.