

2022 ANNUAL REPORT



DIRECTOR'S LETTER

What an incredible year! With all we have collectively endured over the past few years, it was wonderful to be able to celebrate our 25th Anniversary in a big way with our community and to showcase all we've accomplished this last quarter century.

The theme of our 25th Anniversary was "Building on a Dream," to highlight and celebrate our history and our promise to this community. Monona Terrace Community and Convention Center began as a dream and vision for downtown Madison. The building became a reality thanks to the tenacity and creativity of many supporters. And Monona Terrace is a dream come true and a real catalyst for economic prosperity and community vitality.

Even our most visionary supporters would be amazed by Monona Terrace's impact on Madison's prosperity these last 25 years. Our landmark institution has redefined Madison's isthmus, generating substantial revenue for the city and serving as a foundational spark for projects that have maximized the downtown's potential. Monona Terrace events bring tens of thousands of visitors to Madison—guests who spend millions of dollars each year.

Monona Terrace is a centerpiece for local life—where friends gather together for our many fun, free community events. We're the perfect place to listen to music on a warm summer night, join in a wellness activity, or just admire the beauty of our gardens, downtown and lake.

And we're an innovative industry leader and a valuable community collaborator, partnering with the city, state, and local tourism organizations to make Madison a destination of choice in every season. Monona Terrace is uniquely positioned at the center of our community's next big dream of activating and connecting even more with our lakes, enhancing our community and boosting the quality of life for residents and visitors.

2022 was truly a year to celebrate. Looking ahead to the next decade and beyond, Monona Terrace is at the heart of important plans to enhance the Lake Monona waterfront and boost Madison's quality of life. We're moving forward and we'll continue building on the dream.

Sincerely,

Connie Thompson

Connie Thompson, Executive Director
Monona Terrace Community and Convention Center
Madison, Wisconsin



BUILDING ON A DREAM

Consider this—a generation of people has never known a view of downtown Madison from Lake Monona that hasn't included Monona Terrace. Today, it is an iconic landmark and a Madison institution. 2022 marked the 25th anniversary of this long-awaited dream becoming a reality downtown. "Building on a Dream" was a fitting theme for the community-wide celebration held in July 2022 to commemorate the incredible value this treasured facility has



brought to the region. The jubilee celebration on Monona Terrace's spacious William T. Evjue Rooftop Gardens featured local and regional bands, dance performances and an amazing drone light show over Lake Monona.

Decades ago, Monona Terrace was only a dream. In the 25 years since it first opened its doors on July 18, 1997, the facility has surpassed the visions of those who first imagined it. It has become

a cherished community gathering space, a world-class convention center and a tourism magnet—a triple community benefit worthy of celebration.

"Congratulations Monona Terrace for 25 years of being an exceptional gathering place for visitors and residents. It's an economic driver that generates tens of millions of dollars a year. It's a community center where residents love to attend events. It's a vital and vibrant space where everyone can experience Madison's downtown and waterfront. I can't imagine Madison's downtown without Monona Terrace."

Madison Mayor Satya Rhodes-Conway

"For the past 25 years, Monona Terrace has done an exceptional job celebrating the architectural legacy of Wright and delivering high-quality services for local events, all while contributing to the economic success of the region. My hope and vision for the future is that we can expand these community services outside the walls of Monona Terrace through the reimagining of the Lake Monona Waterfront project. We have a key opportunity to take the next steps in growing our impact for generations to come."

Alex Joers, Monona Terrace Board member, Dane County Supervisor and State Representative

AN ECONOMIC RIPPLE EFFECT

Monona Terrace's attendance and economic numbers tell an impressive story. The bustling facility has hosted more than 17,000 events in its first 25 years. It has welcomed over 9 million visitors and served 2.8 million meals. The economic impact from conventions and conferences is more than \$725 million. In 2022, alone, that impact was nearly \$28 million.

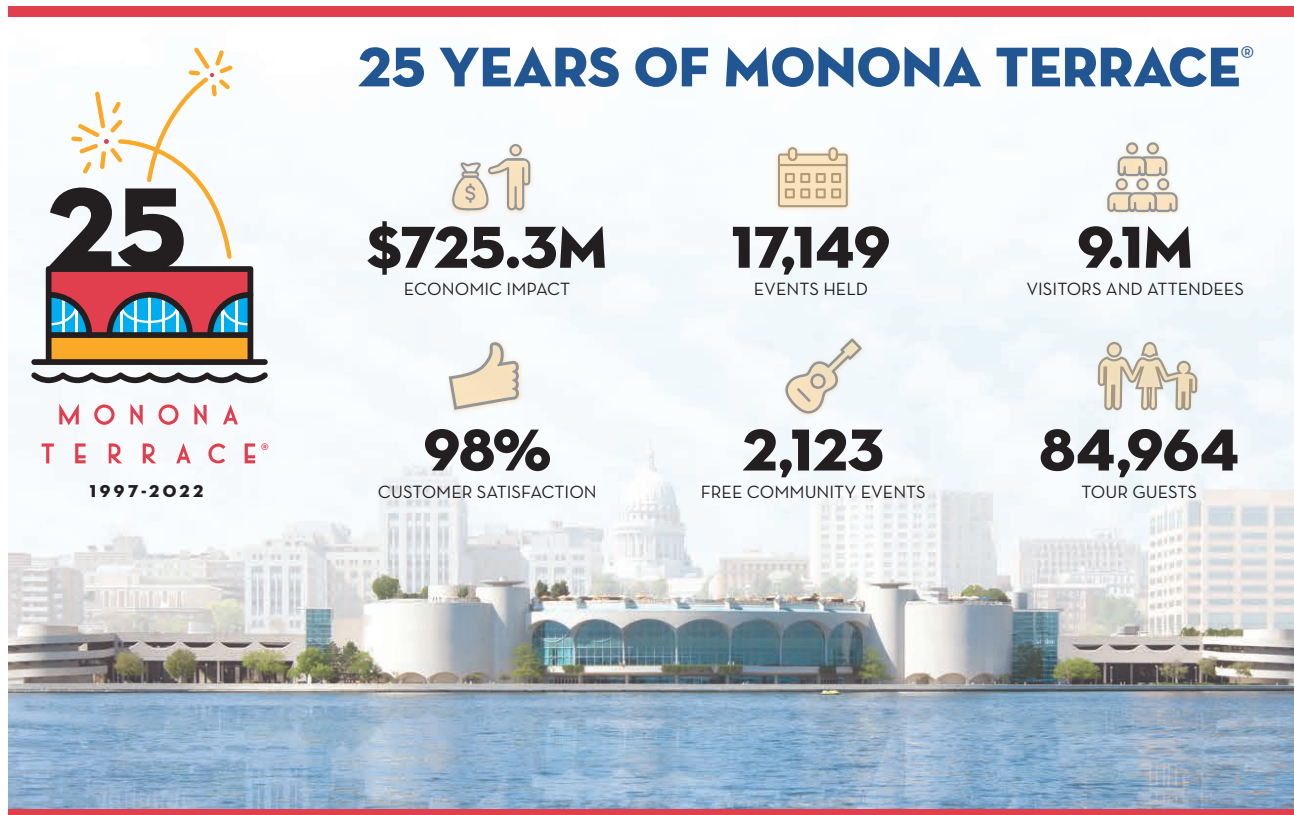
Hotel room tax revenue is often used as a barometer of economic impact. Room taxes go into the city general fund and help support tourism marketing and venues that enhance the community's quality of life. Monona Terrace receives some of the room tax, as does the Overture Center for the Arts, the Henry Vilas Zoo, Olbrich Botanical Gardens and Destination Madison. The city's room tax collections have nearly quadrupled since Monona Terrace opened and are now close to \$19 million a year.

Monona Terrace is a catalyst for downtown planning and development. The Hilton Hotel is a direct result of Monona Terrace events needing hotel rooms. The demand for even more hotel rooms helped stimulate the long discussed Judge Doyle Square public-private development. The project—with public parking, a public bike center, apartments and the Embassy Suites Hotel—is nearing completion.

As Madison considers its future, Monona Terrace continues to be a key part of that big picture. The proposed Lake Monona waterfront project, for example, would stretch from Olin to Law parks. The waterfront vision would increase public access to the Lake Monona waterfront, maintain necessary transportation and support and sustain water quality and the environment. Monona Terrace features prominently in all waterfront plans. As a downtown lakeshore centerpiece, all future development plans being considered include a possible expansion of Monona Terrace. That expansion would build upon the dream for Monona Terrace's continued substantial economic impact and community benefit.

"Monona Terrace is a magnet and a key driver to the downtown's renewed vibrancy. People want to be downtown. People want to live, work and visit here. Tourism is a major part of the vibrancy of downtown. That all starts with conventions, conferences and events at Monona Terrace. There's no better place to welcome people to the downtown than Monona Terrace. It's Wisconsin hospitality at its best."

Jason Ilstrup, President, Downtown Madison, Inc.



“Monona Terrace is the perfect anchor and ambassador for visitors to Madison, particularly with meetings and events. Visitors and residents can understand so much of Madison’s story through Monona Terrace—our relationship with the lakes, the influence our region had on Frank Lloyd Wright, the effect of government on our community, the role downtown plays in our shared identity. We are proud of our 25-year partnership with Monona Terrace and are excited to see what the future holds.”

*Ellie Westman Chin,
President & CEO of Destination Madison*



A COMMUNITY GATHERING PLACE

Monona Terrace's significance goes well beyond its impressive statistics.

"It isn't just about the numbers," explained Bill Zeinemann, Monona Terrace Associate Director, "our engagement with the community has been so rewarding!"

Monona Terrace is a community gathering place where friends and families eagerly flock to enjoy music, explore wellness and experience the natural beauty of Lake Monona. In its first 25 years, Monona Terrace has hosted over 2,000 free, family-friendly events. They deepen the quality of life for tens of thousands of residents and they're simply a lot of fun.

Dane Dances! and Concerts on the Rooftop have grown to be popular, must-attend events during the summer. Offering an eclectic mix of music and drawing enthusiastic and diverse crowds, they're a great place to get out, get active, and gather together with new friends and the community. And Monona Terrace's rooftop gardens provide the perfect setting to enjoy it all.

For those seeking serenity, Monona Terrace offers free Yoga Core and Meditation at Monona Terrace both in person and virtually. And for the area's youngest residents, there are Lakeside Kids! activities and the opportunity for elementary students to dream, design and do through Terrace Town. Monona Terrace is also a wonderful place to relax, with its beautiful native gardens and stunning views.



EDITH HILLIARD, FRIENDS OF MONONA TERRACE



“Free events cost money to put on,” explains Edith Hilliard, who heads up Friends of Monona Terrace. And that’s where the Friends come in. The group helps raise funds through its many supporters to ensure Monona Terrace’s many community events remain free to the public. The work of the Friends of Monona Terrace helps make it possible for residents throughout Dane County to enjoy the iconic community center.

Few people know Monona Terrace as intimately as Edith. As a fourth-generation Madison resident, she remembers the city before and after Monona Terrace. She helped plan the three-day grand opening event back in 1997. She remembers that back then detractors referred to Monona Terrace as the “mistake on the lake.” She says that early insult was proven completely wrong and instead Monona Terrace is “a joyous, beautiful place on the lake.”

“Joy” is the main word Edith uses when talking about Monona Terrace. She loves the joy and pleasure it gives to visitors. As a long-time tour guide, she finds joy in seeing the excitement on visitors’ faces as they learn about Frank Lloyd Wright and his dream that became Monona Terrace. She admires the diligent staff who care for the building and scrupulously maintained finances during the pandemic’s challenges.

Edith is certain Monona Terrace will be a joyful place for decades to come.



WORLD-CLASS EVENT FACILITY

Location, natural beauty and a historic facility are all important draws for meeting and convention planners, but success in the competitive convention industry also requires commitment and expertise. It is essential to be able to accommodate events of nearly any size and with a variety of technical needs. Large-scale, in-person conventions; hybrid events; business gatherings; art and trade shows; and memorable weddings and parties are all perfectly at home at Monona Terrace. And here too, Monona Terrace has reason to celebrate.

Its expert staff and state-of-the-art technology can meet the needs of the most demanding event. Its LEED Platinum and Global Biorisk Advisory Council® (GBAC) STAR™ ratings ensure superior environmental, sustainability and health standards.

Monona Terrace consistently provides exceptional experiences that not only meet clients' needs, but also respect and help protect the environment. With a 25-year average of 98% overall satisfaction rating, this dedication to excellence ensures customers come back again and again. More than half of Monona Terrace's events in 2022 were return business.



CUSTOMER EXPERIENCES

FAIR TRADE HOLIDAY FESTIVAL

If Ren LaDassor of Just Coffee and the coordinator of the annual Fair Trade Holiday Festival had one word to describe working with the staff at Monona Terrace it would be “easy.” Ren has worked closely with Monona Terrace’s Meg Statz for years and says “never, not once has there been a mistake in our set up plans. It’s such peace of mind to arrive at 5:30 a.m. on the morning of the Fest and know everything is ready. It’s such a beautiful space in the middle of winter.”

The Fair Trade Holiday Festival is held the first Saturday in December and features more than 40 vendors from around the world.

WISCONSIN MANUFACTURERS AND COMMERCE

Wisconsin Manufacturers and Commerce (WMC) has been hosting two large events at Monona Terrace for approximately 15 years. WMC’s Brittany Rockwell says they utilize the entire Monona Terrace facility for Business Day in Madison, an event that draws hundreds of attendees from throughout the state who always give the event and Monona Terrace high marks. She calls the Terrace their “home court advantage.”

Brittany says she’s always enjoyed great customer service from Monona Terrace Event Coordinator Michelle Marx and the entire staff. WMC events feature a large-scale AV production and she says “the team is always prepared.”

Asked to describe “her” Monona Terrace, Brittany says, “excellent and highly responsive.”

CARBONE CANCER CENTER

For nearly two decades, the Carbone Cancer Center has brought between 250 and 350 healthcare professionals from throughout the state and region to Monona Terrace for its Annual Professional Education Conference. Craig Robida, Carbone’s External Relations Manager, says Monona Terrace is “hands down, the best place for events in the city of Madison and the best place to showcase what Madison has to offer for people who don’t live here.”

Craig works closely with Laura MacIsaac, Monona Terrace Director of Sales. He says she and the entire team are “always responsive, dedicated to finding solutions and focused on you. From the very beginning, to all of the logistics to full up—it’s absolutely top notch.” And that includes the creative food choices from Monona Catering.

Craig describes Monona Terrace as “impressive beyond belief and the quintessential location to host events.”

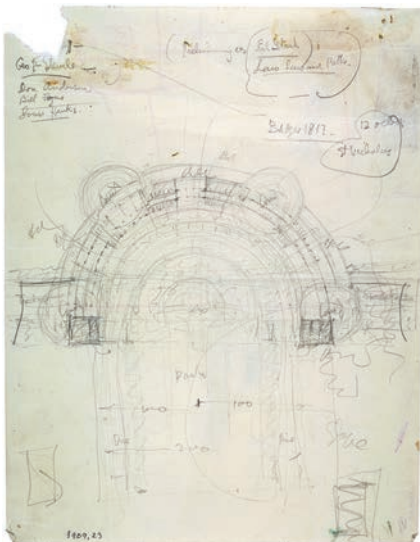
A DREAM SHARED

Monona Terrace may be at the pinnacle of delivering world-class conventions and events as well as fun, free community activities; but it also recognizes its place as an integral community partner. It works with a variety of local organizations such as Destination Madison and Downtown Madison, Inc. to promote and attract visitors to the area. Additionally, it has established a relationship with Wisconsin's Department of Tourism as an official part of the Frank Lloyd Wright Trail.

Monona Terrace delivers for the community—as an economic driver and partner; a premier convention and meeting facility; and as a place for fun, free activities for residents. It's impossible to imagine downtown Madison without Monona Terrace. As Madison envisions its future, Monona Terrace will continue being an important community asset, providing leadership and significant economic impact to ensure a bright and prosperous next 25 years.

"I've been a long-time member of the Monona Terrace Board of Directors and have represented that area on Madison's Common Council for even longer. Monona Terrace brings people downtown so they can enjoy all that the city has to offer. It has helped transform the downtown into the vibrant, prosperous heart of the city. I can't imagine the city or its downtown without Monona Terrace."

Mike Verveer, District 4 Alder, City of Madison



COMMUNITY PROGRAMS

PROGRAMMING

In 2022, Monona Terrace served 27,868 people through 121 free and low-cost virtual, hybrid, and in-person community programs. It was great to bring big events back to our rooftop in 2022 including Concerts on the Rooftop and Moon Over Monona Terrace. Our summer season was bustling, and the icing was our fabulous 25th Anniversary Celebration in July. With special performances by Extra Crispy Brass Band, the Dynamic Badgerettes Dance Team, Orquesta MAS - Madison All Stars, DJ Pain 1, The People Brothers Band and capped off with a drone light show, it was truly a night to remember!

We also continued to reach new audiences and serve the community with our popular offerings including Wright Design lecture series, Lakeside Kids!, Meditation at Monona Terrace, Wellness Talks and workshops and Yoga Core. Through our public, student and group tours we showcased the facility, its unique history and architecture to 1,191 attendees in 2022.

VOLUNTEERS

Many thanks to our wonderful volunteers who donated 901 hours to Monona Terrace in 2022. They provided building tours, helped maintain our gardens and assisted with community events.

FRIENDS OF MONONA TERRACE

Through their volunteerism, outreach and financial support, Friends of Monona Terrace, our non-profit partners, helped to provide free and low cost events to our community through



their sponsorship of our 25th Anniversary Celebration and virtual, hybrid and in-person events.

COMMUNITY AND PROGRAM PARTNERS

Our generous community partners provided financial support through grants and sponsorships for our 25th Anniversary Celebration, Concerts on the Rooftop, Health and Wellness series and Lakeside Kids! programming totaling \$136,312!

TESTIMONIALS

YOGA CORE

"We absolutely love this class. It's become a routine on Tuesday and Friday! Alicia is a fabulous yoga instructor, and conducts the class with integrity and curiosity!" - Dawn E.

WRIGHT DESIGN

"Thank you again for hosting the presentation yesterday. Learning how efficient and attractive residential improvements take place in highly dense urban settings was most interesting. 'Good things can come in small packages.'" - Rob G.

PUBLIC TOURS

"Tom, our docent was one of our very favourite guides yet! We enjoyed him immensely. His love and knowledge of [Frank Lloyd Wright] and architecture really shone through in everything he talked about. We would highly recommend this tour to any FLW lovers out there." - Shillane and Simon L.

MOON OVER MONONA TERRACE

"This Moon over Monona Terrace event was so cool! Engaged a 12-year-old boy that I brought from my work. He was going from telescope to telescope and asking lots of questions. Seeing Saturn's rings blew his mind!" - Amanda W.



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JUDY KAROFSKY, CHAIR



Judy Karofsky knows Monona Terrace well. She's been closely involved with the facility since it first opened and is a graduate of one of Monona Terrace's recent tour guide classes.

Living and working in the downtown for many years, Judy often takes the opportunity to talk with visitors, many of whom are attending conventions at Monona Terrace.

Judy says other facilities can't compare with Monona Terrace's quality and customer service. She adds that the building's amenities and community events attract residents from throughout the area. "They are welcome to enjoy the events, to fish there, visit the gardens, and use the bike elevator to access the rest of downtown."

As a tour guide, she also hears from people who make Monona Terrace a destination for another reason. "Frank Lloyd Wright—the name is a magnet. The respect and reputation of Wright is a draw. Once they arrive here and tour the building, it's an 'aha' moment."

Judy is also a member of the City of Madison's Lake Monona Waterfront Committee and notes that Monona Terrace is an integral part of the long-term plans for the lakeshore. Proposed plans include an expansion of Monona Terrace that would allow for larger conventions and more simultaneous events. Judy's hope is that the entire lakeshore area will be to Madison as Navy Pier is to Chicago and New York City's High Line or the Presidio in San Francisco are to their cities.

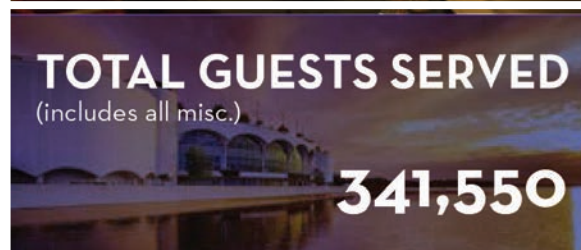
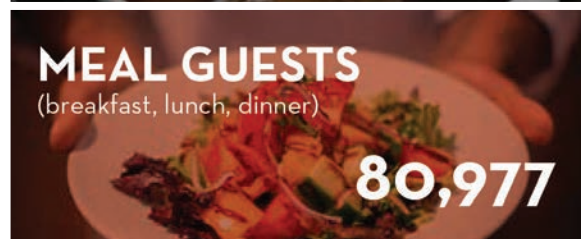
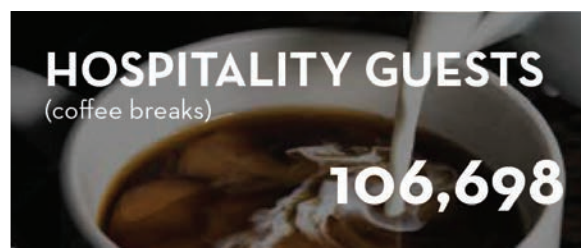
She says Monona Terrace and the lakeshore area provide a "unique environmental extension of our natural resources and further appreciation of the culture and history of the area."



MONONA CATERING

2022 was a strong year as customer confidence was evident and more events were taking place. The number of attendees increased and business recovered well post-pandemic. Monona Catering's commitment to provide the highest quality food, beverage and service to all users of Monona Terrace continues to be its mission and guiding principal.

Monona Catering finished the year with a 252% increase in revenues above 2021 totals.



SUSTAINABILITY

Monona Catering began working with a new locally owned composting company and diverted approximately 31,625 pounds (15.8 tons) of pre-consumer composting from the waste stream in 2022. In addition, Monona Catering donated approximately 5,331 pounds (2.6 tons) of food to local shelters.

LAKE VISTA CAFÉ

Monona Catering's catered events were very busy in 2022, and resources were prioritized to ensure a high quality of service for those events. With the continued labor shortage, the hard decision was made to close Lake Vista Café for daily business during the 2022 season. Lake Vista Café was open for the Concerts on the Rooftop, Dane Dances series and special events, as well as the Monona Terrace 25th Anniversary Celebration.

Lake Vista Café will be opening for the 2023 season starting late May.

2022 MARKETING ACTIVITIES

Monona Catering participated in several marketing activities throughout the year, which include client and wedding menu tastings and the Monona Terrace 25th Anniversary Celebration.

2023 PROJECTIONS

Monona Catering projections are favorable, with year end revenues estimated to be 11% higher than 2022. The Monona Catering creative team looks forward to delivering exceptional experiences to all of the guests of Monona Terrace.

Monona Terrace Community and Convention Center 2020-2022 Year-End Performance Measures	2020 ACTUAL	2021 ACTUAL	2022 ACTUAL
Conventions and Conferences¹	10	13	46
Economic Impact from Conventions & Conferences ²	\$3.4M	\$5.9M	\$27.8M
Average Attendance at Conventions or Conferences	903	955	712
As a Percentage of Total Events	6%	4%	9%
As a Percentage of Building Revenue	40%	36%	50%
Hotel Room Nights Generated	3,364	9,369	30,414
Local Events	90	224	361
Average Attendance at Local Events	195	553	465
As a Percentage of Total Events	52%	66%	74%
As a Percentage of Building Revenue	43%	49%	40%
Community Events	92	118	121
Average Attendance at Community Events	144 ³	176 ³	230 ³
As a Percentage of Total Events	53%	35%	25%
Total Attendance of Tours	87	374	1,191
Volunteer Hours	385	749	901
Building Activity			
Number of National or International Events	1	1	28
Number of State and Regional Events	22	23	64
Average Number of Events in Building per Day	0.3	0.9	1.3
Total Square Footage of Space Rented	4.1M SQ. FT	7M SQ. FT	12.7M SQ. FT
Total Number of Hotel Room Nights Generated	3,639	11,000	32,414
Total Number of Events	174	337	488
Catering Activity			
Number of Meals Served	22,943	18,553	80,977
Number of Guests Served at all Catered Functions	83,732	83,676	341,550
Pounds of Food Donated to Charity	3,500	4,800	5,330
Pounds of Pre-consumer Food Waste Composted	1,000	800 ⁴	31,625
Customer Service			
Percentage of Repeat Business	74%	53%	57%
Willingness to Return	100%	100%	96%
Overall Customer Satisfaction Rating	99%	100%	96%

Note:

¹ Conventions are multi-space/multi-day business with peak room nights of 150 or greater. Conferences have peak room nights of between 50-149.

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 20,137, total virtual attendance was 7,731.

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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mononaterrace.com

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