

CONNECTING PEOPLE, IDEAS, AND COMMUNITY



2025 ANNUAL
REPORT



DIRECTOR'S LETTER

Monona Terrace was built for connection—between people, ideas, and the community we serve. In 2025, that purpose continues to guide everything we do, connecting people while supporting our local economy.

While Monona Terrace is known worldwide for its Frank Lloyd Wright design and iconic lakeside setting, its greatest impact is measured by what happens within and beyond its walls. Each year, thousands of people come here to collaborate, celebrate, learn and experience the energy of Madison. Those connections spark ideas, strengthen relationships and drive meaningful outcomes for our community and local economy.

In 2025, Monona Terrace once again served as a powerful economic engine for the region. Our hosting of conventions and conferences alone generated an estimated \$26.9 million in economic impact, supporting local jobs, hotels, restaurants and small businesses throughout the community.

Equally important is our commitment to accessibility and public service. Throughout the year, Monona Terrace welcomed tens of thousands of residents and visitors to free and low-cost programs designed to bring people together through culture, education, wellness and shared experiences.

Our success is made possible by an extraordinary team of staff, volunteers, partners and supporters whose dedication and professionalism define the Monona Terrace experience. Together, we continue to honor the original vision for this remarkable place while ensuring it remains relevant, welcoming and impactful for generations to come.

Sincerely,

A handwritten signature in black ink that reads "Connie Thompson". The script is fluid and cursive, with a mix of uppercase and lowercase letters.

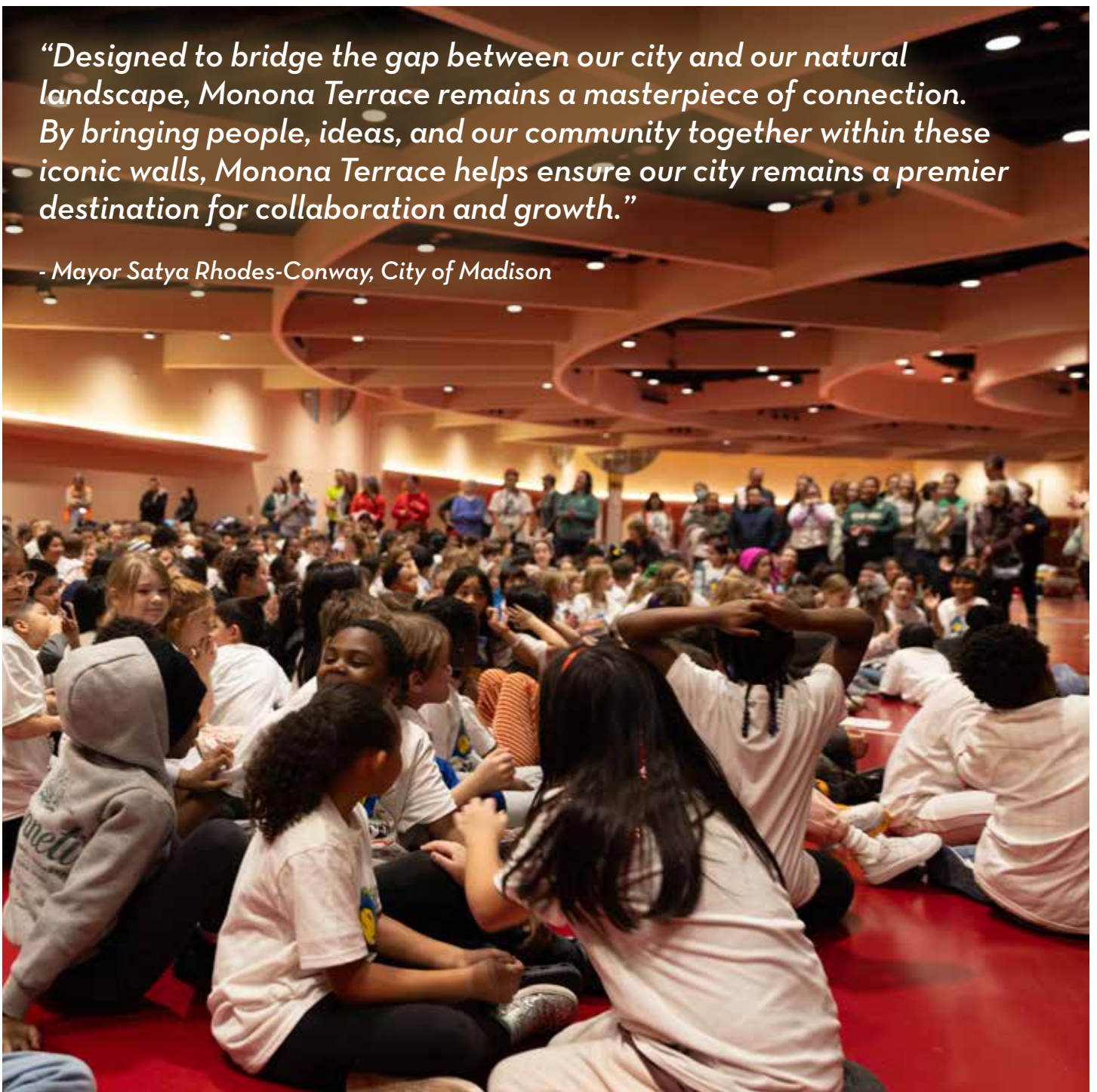
Connie Thompson

Executive Director

Monona Terrace Community and Convention Center

“Designed to bridge the gap between our city and our natural landscape, Monona Terrace remains a masterpiece of connection. By bringing people, ideas, and our community together within these iconic walls, Monona Terrace helps ensure our city remains a premier destination for collaboration and growth.”

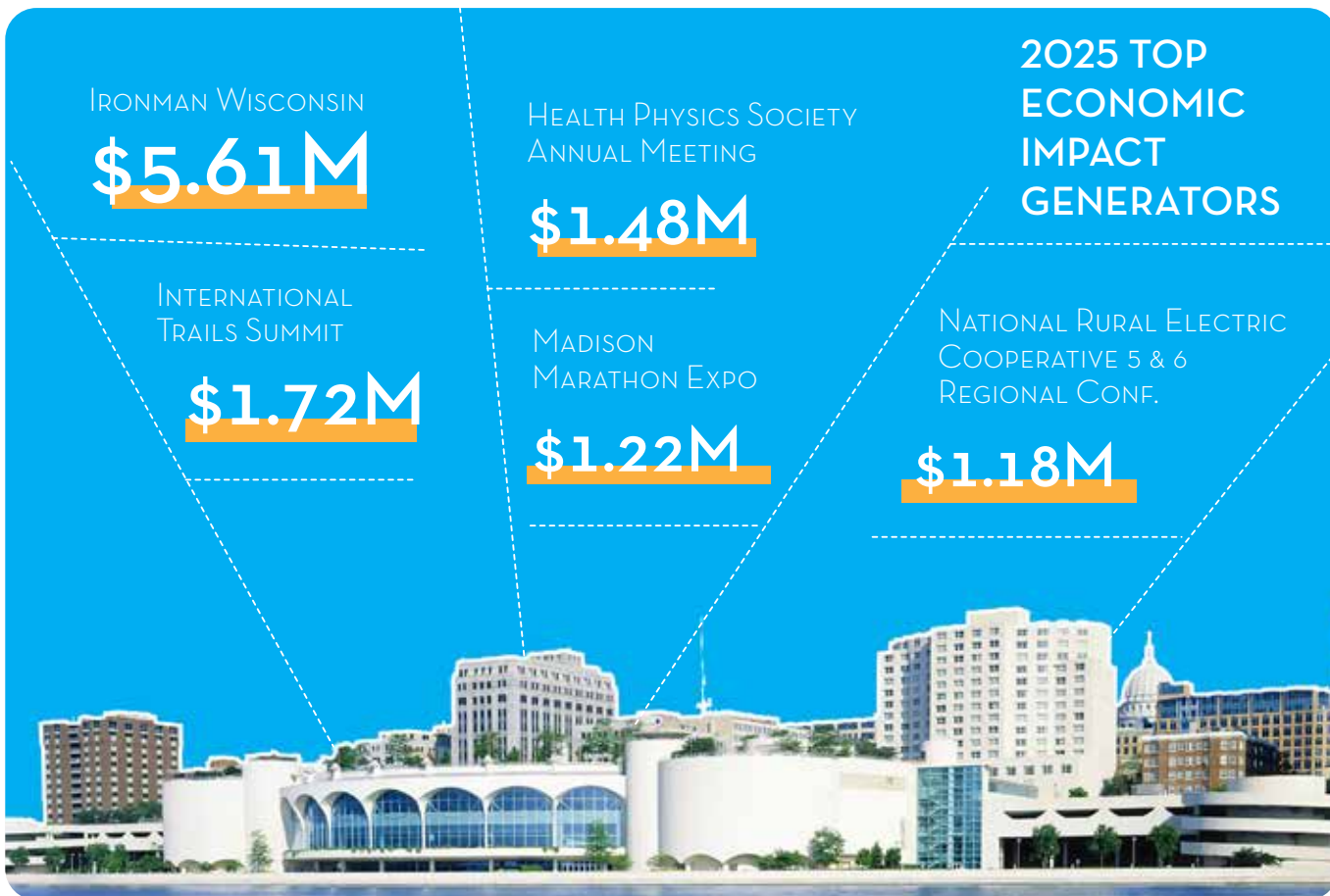
- Mayor Satya Rhodes-Conway, City of Madison

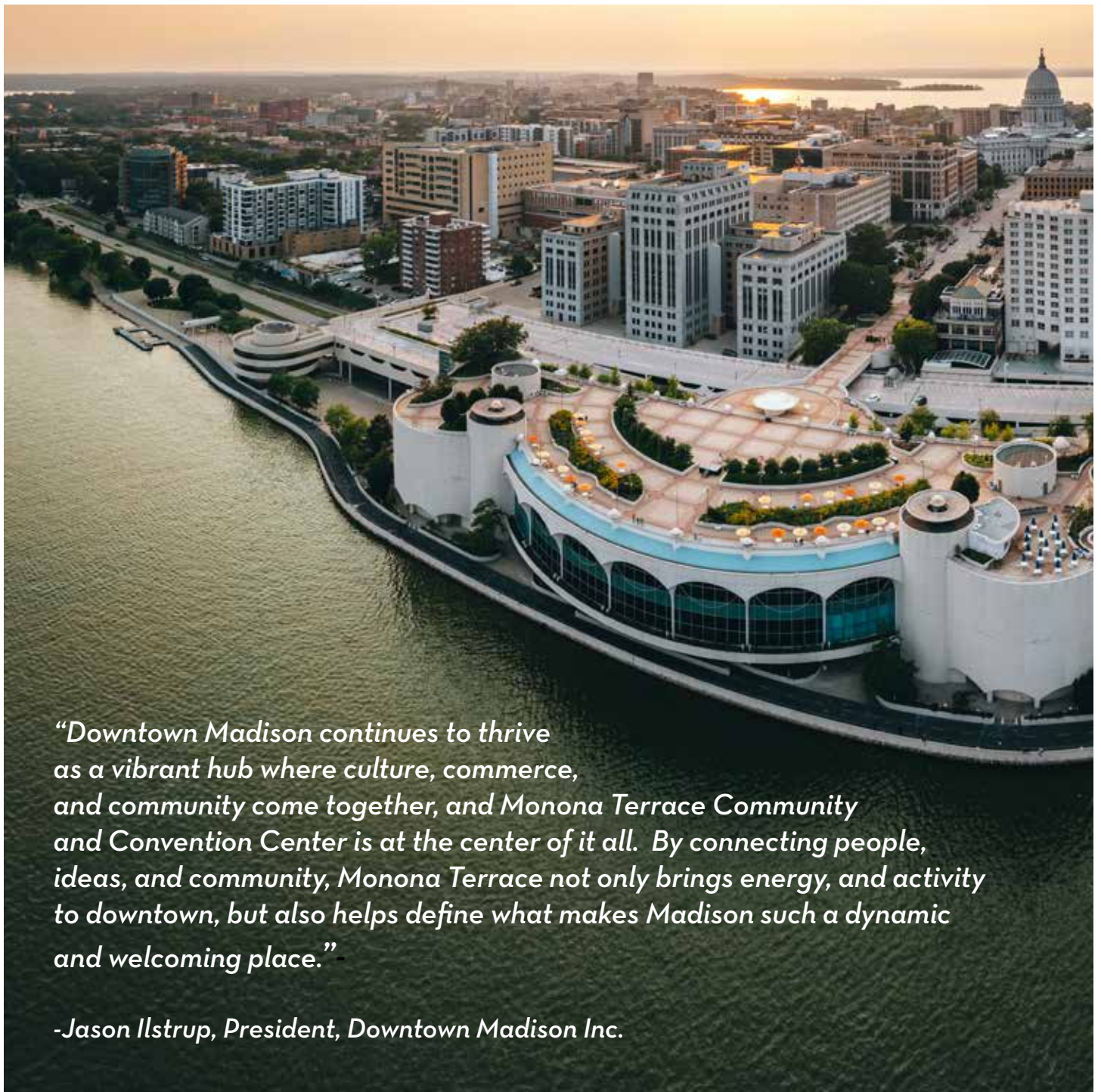


MONONA TERRACE DRIVES \$26.9M IN ECONOMIC IMPACT

Monona Terrace Community and Convention Center continues to play an important role in supporting Madison's local economy. Through a diverse mix of conventions, conferences, meetings and special events, the facility attracts thousands of visitors each year to bring new spending to downtown hotels, restaurants, retailers and attractions.

In 2025, Monona Terrace's conferences and conventions alone generated an estimated \$26.9 million in economic impact. Working in close partnership with organizations such as Destination Madison and other hospitality partners, Monona Terrace remains an important catalyst for economic vitality. By attracting events that bring visitors from across the region and country, the facility helps strengthen Madison's reputation as a premier destination for meetings and events—connecting people while fueling progress for our local economy.





“Downtown Madison continues to thrive as a vibrant hub where culture, commerce, and community come together, and Monona Terrace Community and Convention Center is at the center of it all. By connecting people, ideas, and community, Monona Terrace not only brings energy, and activity to downtown, but also helps define what makes Madison such a dynamic and welcoming place.”

-Jason Ilstrup, President, Downtown Madison Inc.

“As the anchor of IRONMAN Wisconsin, Monona Terrace connects our city, our lakes, and our community with athletes and supporters from the around the world. With this iconic setting as their home base, it’s no surprise participants consistently rank Madison as one of the top IRONMAN races in the world.”

- Ellie Westman Chin, President & CEO, Destination Madison



FROM START TO FINISH: IRONMAN WISCONSIN DELIVERS IMPACT

SWIM

Each September, IRONMAN Wisconsin transforms downtown Madison into a global stage for endurance sport, and Monona Terrace stands at the heart of that experience. As the official start of the IRONMAN Wisconsin and IRONMAN 70.3 Wisconsin, Monona Terrace plays a defining role in one of the region's most visible and impactful annual events. Athletes from across the country and around the world bring friends, families, and supporters who fill local hotels, restaurants and shops. IRONMAN Wisconsin consistently generates tens of thousands of hotel room nights and millions of dollars in visitor spending, reinforcing Monona Terrace's role as a driver of tourism and economic vitality.

BIKE

Beyond its economic impact, IRONMAN Wisconsin helps Monona Terrace deliver on its mission of creating exceptional and inspirational experiences. The event brings together elite athletes, first-time finishers, volunteers, spectators and the community in a shared celebration of perseverance and achievement. Year after year, the successful execution of race week demonstrates Monona Terrace's capacity to manage high-profile, internationally recognized events while maintaining a positive experience for athletes, partners and the public.

RUN

IRONMAN Wisconsin is more than a race—it is a signature Madison moment. Monona Terrace is proud to serve as its home, welcoming the world to our community and showcasing the spirit, resilience and hospitality that define Madison.



2025 SURVEY HIGHLIGHTS: EXCELLENCE IN EVERY EXPERIENCE

At Monona Terrace, exceptional customer service remains central to every event experience. From the first inquiry to the final guest's departure, our staff work closely with event planners, partners, and exhibitors to ensure each detail is handled with professionalism and care. Event managers, operations staff, technical teams, and guest services personnel collaborate behind the scenes to anticipate needs, solve challenges quickly, and deliver seamless events for meetings, conventions, weddings, and community gatherings throughout the year.



96%

Customer Satisfaction Rating

100%

Willingness to Return

“Everyone was so helpful. The venue is beautiful and affordable. Everyone seems like [they] love their job and want everyone to have a great experience.”

-National Association of Sentencing Commissions

“Our company hosts events at a number of different venues and Monona Terrace is by far the easiest to work with. They make the planning process simple and day of it is always set up perfectly and easy to find a staff member for any real-time needs we may have.”

-AE Business Solutions 2025 DEEP608 Security Symp

“They truly made everything about our wedding experience there so easy which made for a stress free and fun today. So thankful we chose Monona Terrace as the venue for our wedding!”

-Cross/Glendenning Wedding C&R

“The venue is a class act. One of the best in the world.”

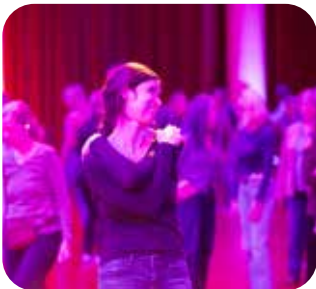
-John Edward Event



“I’ve been managing events for more than 20 years and this was one of the smoothest experiences I’ve ever had. Your staff was extremely on top of it and professional.”

-Annual Supporter Appreciation Event





#MononaTerrazzoMoments



COMMUNITY PROGRAMS & TOURS

In 2025, Monona Terrace continued to strengthen its role as a vibrant community gathering place, offering a diverse lineup of free and low-cost community programs that brought together residents and visitors alike. Our signature events, including Concerts on the Rooftop, Wright Design, Lakeside Kids!, Moon Over Monona Terrace, and health and wellness programming, continued to serve as cornerstones of community engagement. Public, student, and group tours connected guests from near and far to the story of Monona Terrace, showcasing its architectural significance and deepening appreciation for this iconic lakefront destination.

Volunteers remain at the heart of the Monona Terrace experience, serving as ambassadors, guides, and stewards of our space. Whether welcoming visitors, supporting events, leading tours, or caring for our spaces, their contributions enhance the quality of our programs and help foster a welcoming environment for all who visit.



1,953

Tour Attendees



915

Volunteer Hours



133

Free & Low-Cost
Community Events

MONONA CATERING

In 2025, Monona Catering continued its commitment to exceptional service and sustainability as the exclusive in-house caterer for Monona Terrace. Whether providing coffee breaks, full-service meals, or elegant receptions, the Monona Catering team delivered high-quality food and professional hospitality to hundreds of thousands of guests throughout the year.

Sustainability and community support remain important priorities for Monona Catering. In 2025, surplus food was donated to local shelters and the Healthy Food for All program, helping to support community food access. The composting program continued to divert a significant amount of pre-consumer food waste from local landfills, reinforcing Monona Catering's dedication to environmentally responsible practices.

Through dependable service, responsible operations, and a continued focus on sustainability, Monona Catering remains a valued partner in delivering successful events at Monona Terrace.

MEALS

(Breakfast, Lunch, Dinner)

76,314 guests



HOSPITALITY (Coffee Breaks)

257,673 guests



RECEPTIONS

(Weddings, Galas,
Quinceañeras)

65,094 guests



TOTAL SERVICES PROVIDED

584,944 guests

photo courtesy of: @paulgero

FOOD DONATED
TO LOCAL SHELTERS

6,126 pounds

PRE-CONSUMER
WASTE COMPOSTED

41,715 pounds

MONONA TERRACE 2025 BOARD OF DIRECTORS

Steven Peters, Chair

Government Relations Director at
Coventry Workers' Comp & Auto Networks

David Aguayo, Vice Chair

Senior Community & Public Affairs Specialist
at Alliant Energy & Principal, AGUAYO, LLC

Cathleen Dettmann, Secretary

Partner at Stafford Rosenbaum LLP

Jim Ring

President/CEO,
Park Towne Development Corporation

Elizabeth Doyle

Deputy Director Bureau of Rate Setting at Wisconsin
Department of Health Services

Angela Bozo

Director of Member Programs at INFRA

Glenn Krieg

Chief Financial Officer at Morgan Murphy Media

Aureliano Montes

Consultant

Eric Rottier

Chief Operating Officer at North Central Group

Kevin Scheibler

Executive Director at Alliant Energy Center

Mike Verveer

Madison Common Council - District 4 Alder,
City of Madison

Chuck Erickson

Dane County Supervisor

Sheri Carter

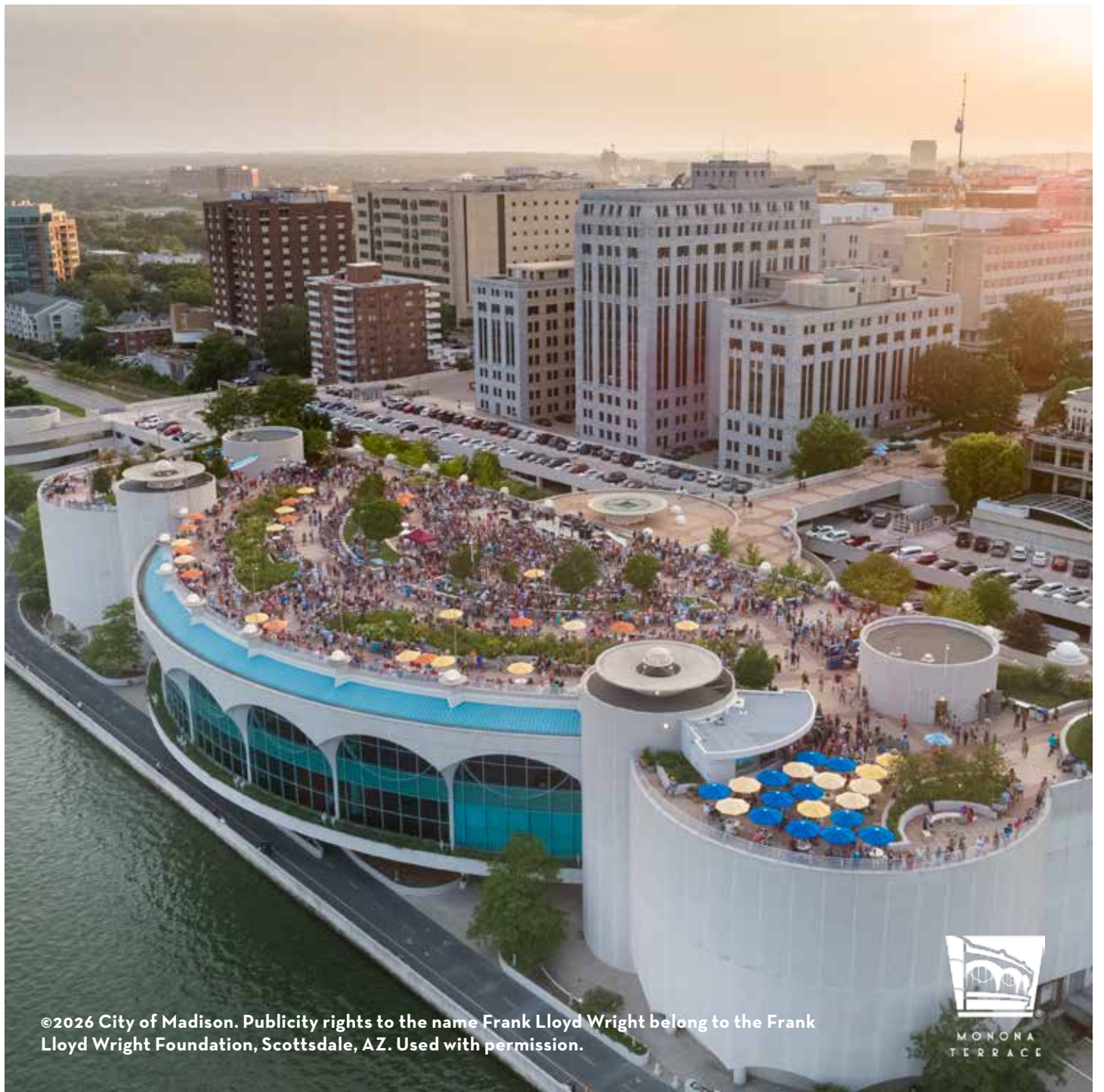
Executive Assistant, Wisconsin State Government

Dietrich Jessen

Regional Operations Manager, Great Lakes
Management Group



Monona Terrace Community and Convention Center 2025 Year-End Performance Measures	2025 ACTUAL
Conventions and Conferences	46
Economic Impact from Conventions & Conferences	\$26.9M
Average Attendance at Conventions or Conferences	592
As a Percentage of Total Events	9%
As a Percentage of Building Revenue	45%
Hotel Room Nights Generated	23,162
Local Events	378
Average Attendance at Local Events	558
As a Percentage of Total Events	75%
As a Percentage of Building Revenue	45%
Community Events	133
Average Attendance at Community Events	255
As a Percentage of Total Events	26%
Total Attendance of Tours	1,943
Volunteer Hours	915
Building Activity	
Number of National or International Events	23
Number of State and Regional Events	73
Average Number of Events in Building per Day	1.4
Total Square Footage of Space Rented	13M SQ. FT
Total Number of Hotel Room Nights Generated	24,058
Total Number of Events	503
Catering Activity	
Number of Meals Served	76,314
Number of Guests Served at all Catered Functions	584,944
Pounds of Food Donated to Charity	6,126
Pounds of Pre-consumer Food Waste Composted	41,715
Customer Service	
Percentage of Repeat Business	65%
Willingness to Return	100%
Overall Customer Satisfaction Rating	96%



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MONONA
TERRACE