

OUR CITY OF MADISON



MONONA TERRACE Introduction

Connie Thompson, *Executive Director*

Vision and Mission

Inclusive – Innovative – Thriving



CITY OF MADISON

Our Agency's Vision and Mission

Vision

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

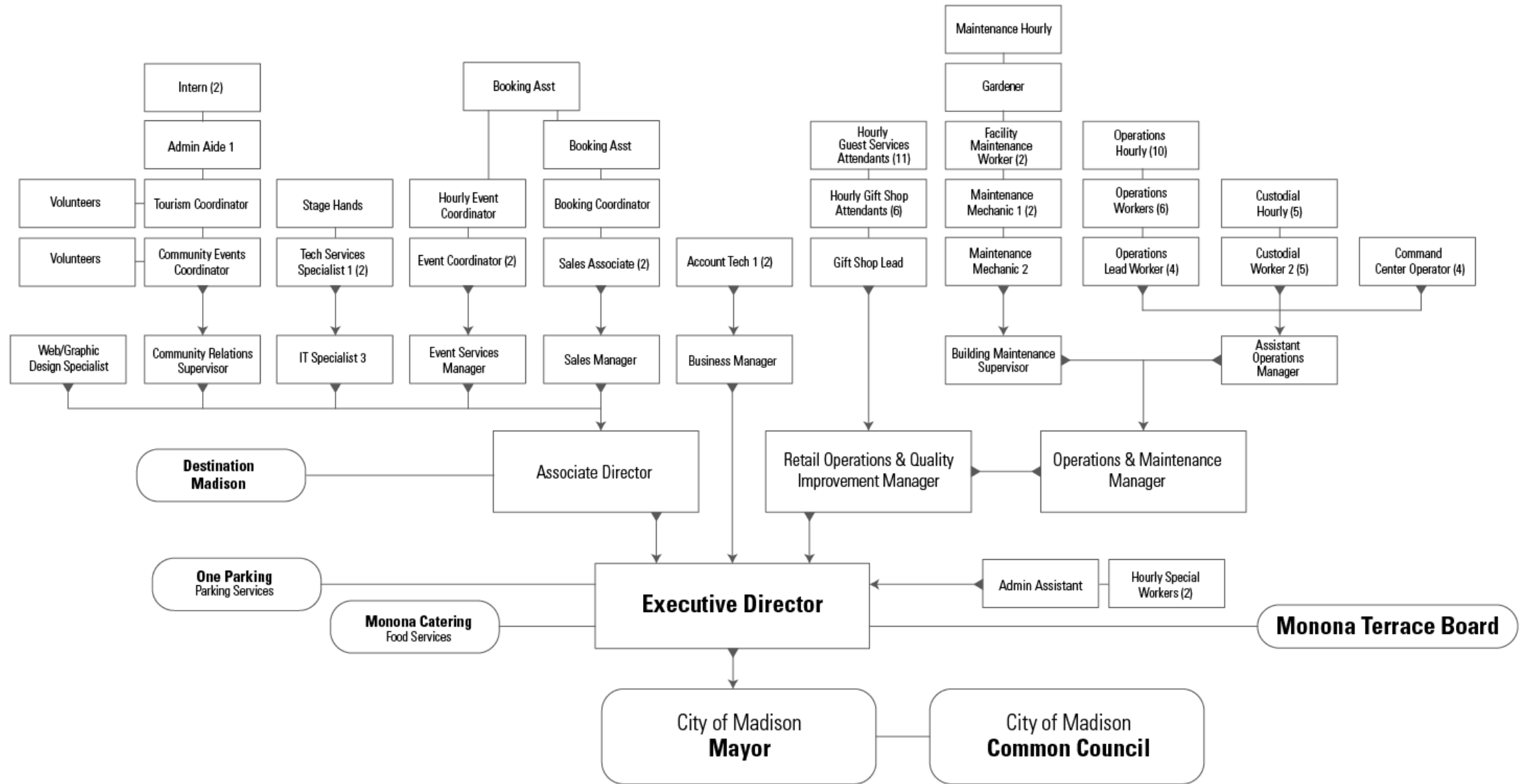
Mission

- *To deliver an exceptional and inspirational experience.*

Structure, Services, and Staff



MONONA TERRACE CLIENTS AND GUESTS



Services/Areas

- *250,000 sq.ft. Convention, Conference, Meeting and Banquet space with in house catering company Monona Catering*
- *Tourism Destination with a designated site on the Frank Lloyd Wright Trail*
- *Provide hundreds of free or low cost Community Events including:*
 - *Concerts on the Rooftop*
 - *Health and Wellness Programs*
 - *Wright and Wright Related Educational Talks*
 - *Terrace Town*

| <i>Economic Impact:</i> | Averages (2016-2019) | 2024 |
|-------------------------------------|-----------------------------|-------------|
| From Conventions & Conferences | \$37M/year | \$41M |
| Number of Conventions & Conferences | 62/year | 53 |
| Events Hosted | 600/year | 495 |

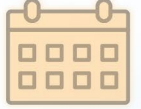
27 YEARS OF MONONA TERRACE®



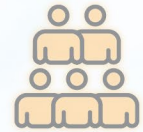
MONONA
TERRACE



\$725.3
ECONOMIC IMPACT



18,188
EVENTS HELD



9.8M
VISITORS AND ATTENDEES



98%
CUSTOMER SATISFACTION



2,379
FREE COMMUNITY EVENTS



88,725
TOUR GUESTS



Key Staff

- *Connie Thompson, Executive Director for all of Monona Terrace*
- *Bill Zeinemann, Associate Director for Marketing, Sales, Community Events*
- *Jeff Boyd, Business Manager (Budget/Purchasing/Internal HR)*
- *Bryan Cator, Operations and Maintenance Manager*
- *Jeffrey Bloch, Facility Maintenance Manager*
- *Kristen Durst, Community and Public Relations Manager*
- *Wendy Brown-Haddock, General Manager of Monona Catering*
- *Lisa Sparks, Retail Operations and Quality Improvement Manager*
- *Sara Carrizal, Office Administrator and Staff Liaison to Board of Directors*

Common Citywide Collaborations

Inclusive – Innovative – Thriving



CITY OF MADISON

Common Citywide Collaborations

Staff in our agency most often collaborate with these agencies across TeamCity:

| Agency | Topic(s) |
|-----------------------------------|---|
| Attorney's Office | Contracts, Resolutions, Legal Questions |
| Civil Rights | Racial Equity & Social Justice Initiatives (RESJI) |
| EAP | Employee Wellbeing, Trainings |
| Engineering | Public Works Projects, Engineering Issues |
| Finance/Payroll | Budget, Room Tax, Purchasing, Payroll |
| Human Resources/Organization Dev. | Hiring, Professional Development, Labor Relations, Benefits Questions |
| Information Technology | Hardware, Software, Support |
| Mayor's Office | Sustainability, Economic Impact, Support |
| Parks | Lake Monona Waterfront Project |

Boards, Committees, Commissions

Our agency staffs the following City of Madison Boards, Committees and Commissions:

| Board, Committee, Commission | Key Staff |
|--|--|
| Monona Terrace Board of Directors | Connie Thompson, Executive Director Sara Carrizal, Office Administrator |
| Monona Terrace Event Booking Assistance Advisory Committee | Bill Zeinemann, Associate Director |
| Employee Relations Committee | Connie Thompson, Executive Director |

Agency Resources

Inclusive – Innovative – Thriving



Our Agency's Key Links

- Agency Website(s): mononaterrace.com
- Key Report(s):
 - Annual Report: <https://www.mononaterrace.com/media/>
- [Wisconsin State Statutes](#)
 - Funds for Monona Terrace Project, Statute 23.0915(2g)
 - Monona Terrace Project in Madison, Statute 23.195
 - Frank Lloyd Wright Trail, Statute 84.10255 (2c)
 - Room Tax; forfeitures, Statute 66.0615
- [Madison General Ordinances](#)
 - Monona Terrace Community and Convention Center, 8.38
 - Olin Terrace Use Permit, 8.39
 - Monona Terrace Community and Convention Center Board, 33.21
 - Monona Terrace Event Booking Assistance Advisory Committee, 33.21 (19)
 - Room Tax Commission, 33.29
 - Room Tax, 4.21
- [Council Resolutions](#)
 - Creation of Monona Terrace Shuttle Advisory Committee (a.k.a. MTEBAAC), Resolution No. 22963, Ef.f. 03-03-1998
 - Fund Policies Guidelines for MTEBAAC, Enactment # RES-09-00301

Our Agency's Acronyms

Common acronyms used by our agency include:

DM/GMCVB

- Destination Madison / Greater Madison Convention and Visitors Bureau

MT Board

- Monona Terrace Board of Directors

MTEBAAC

- Monona Terrace Event Booking Assistance Advisory Committee

MT/MTCCC

- Monona Terrace Community Convention Center

RTC

- Room Tax Commission

TOT

- Transient Occupancy Tax (Room Tax)

OUR CITY OF MADISON



Let's Connect!

Connie Thompson, Executive Director

cthompson@mononaterrace.com

(608 261-4030)

CITY OF MADISON