

OUR CITY OF MADISON



Monona Terrace Alder and Resident Frequently Asked Questions (FAQ) & Answers

Kristen Durst, Public and Community Relations Manager

FAQ Overview

Inclusive – Innovative – Thriving



Frequently Asked Questions

Alders and residents commonly ask our agency the following questions:

Questions

What does Monona Terrace do to fulfill its:

...mandate as a Community Gathering Place?

...roll as a Tourism Destination?

...catalyst for economic activity for the City, County and State?

Do my taxes pay for Monona Terrace?

Who allocates Room Tax (TOT) funding?

What is the composition of the Room Tax Commission, and how are they appointed?

Who do I contact to book an event at Monona Terrace?

How do I find out about the free Community Events at Monona Terrace?

Frequently Asked Questions

Alders and residents commonly ask our agency the following questions:

Questions
How do I find out what events are being held at Monona Terrace?
How do I park at Monona Terrace?
How much does it cost, and who receives Parking Ramp revenue?
Who can I contact with Parking Ramp concerns?

FAQ Answers

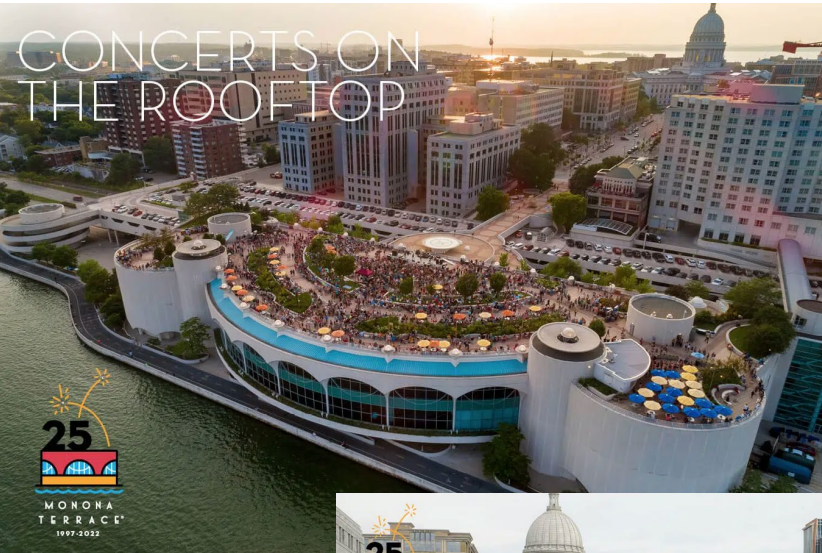


What does Monona Terrace do to fulfill its:

...mandate as a Community Gathering Place?

...roll as a Tourism Destination?

...catalyst for economic activity for the City, County and State?



MONONA TERRACE® 2024



MONONA
TERRACE



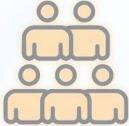
\$41M

ECONOMIC IMPACT



495

EVENTS HELD



314K

VISITORS AND ATTENDEES



97%

CUSTOMER SATISFACTION



124

FREE COMMUNITY EVENTS



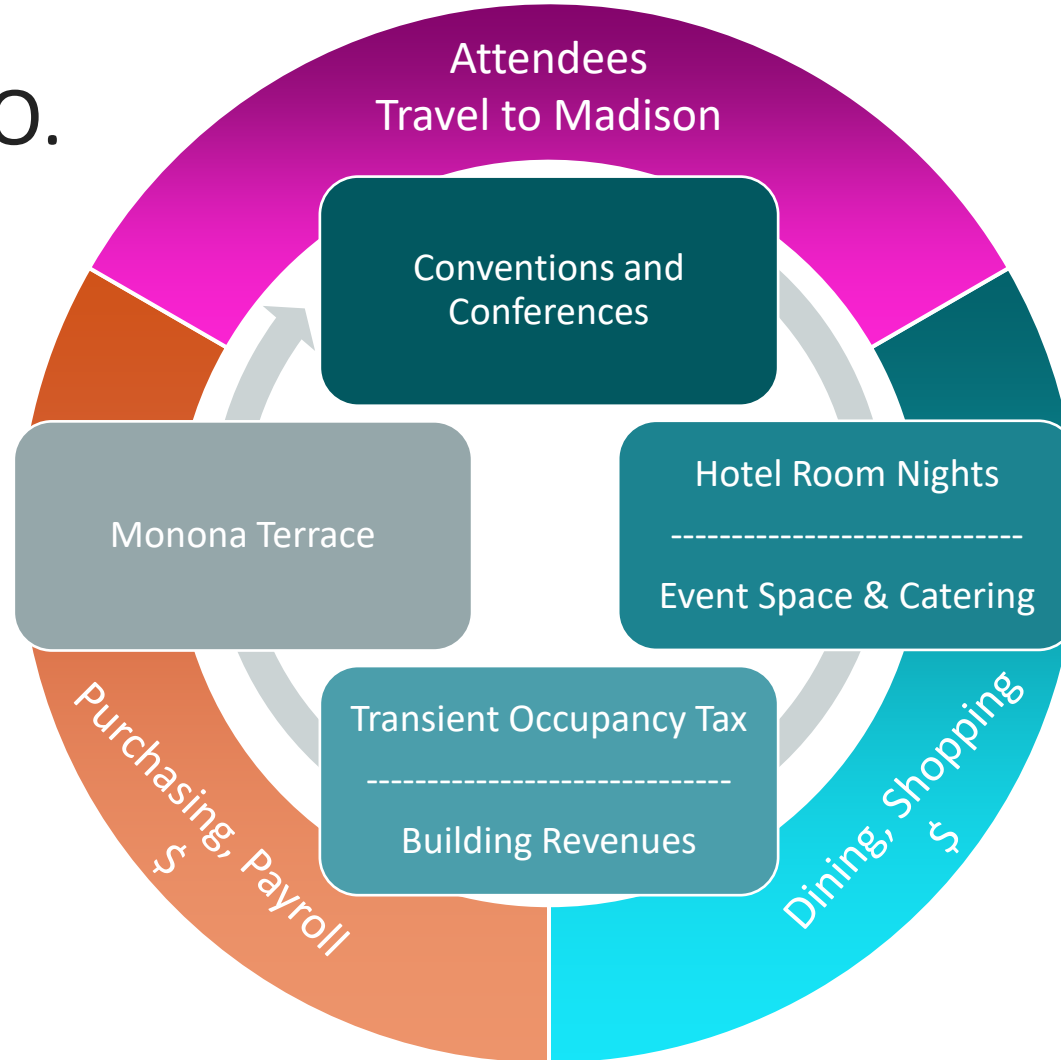
2,090

TOUR GUESTS



Do my taxes pay for Monona Terrace?

In short, NO.



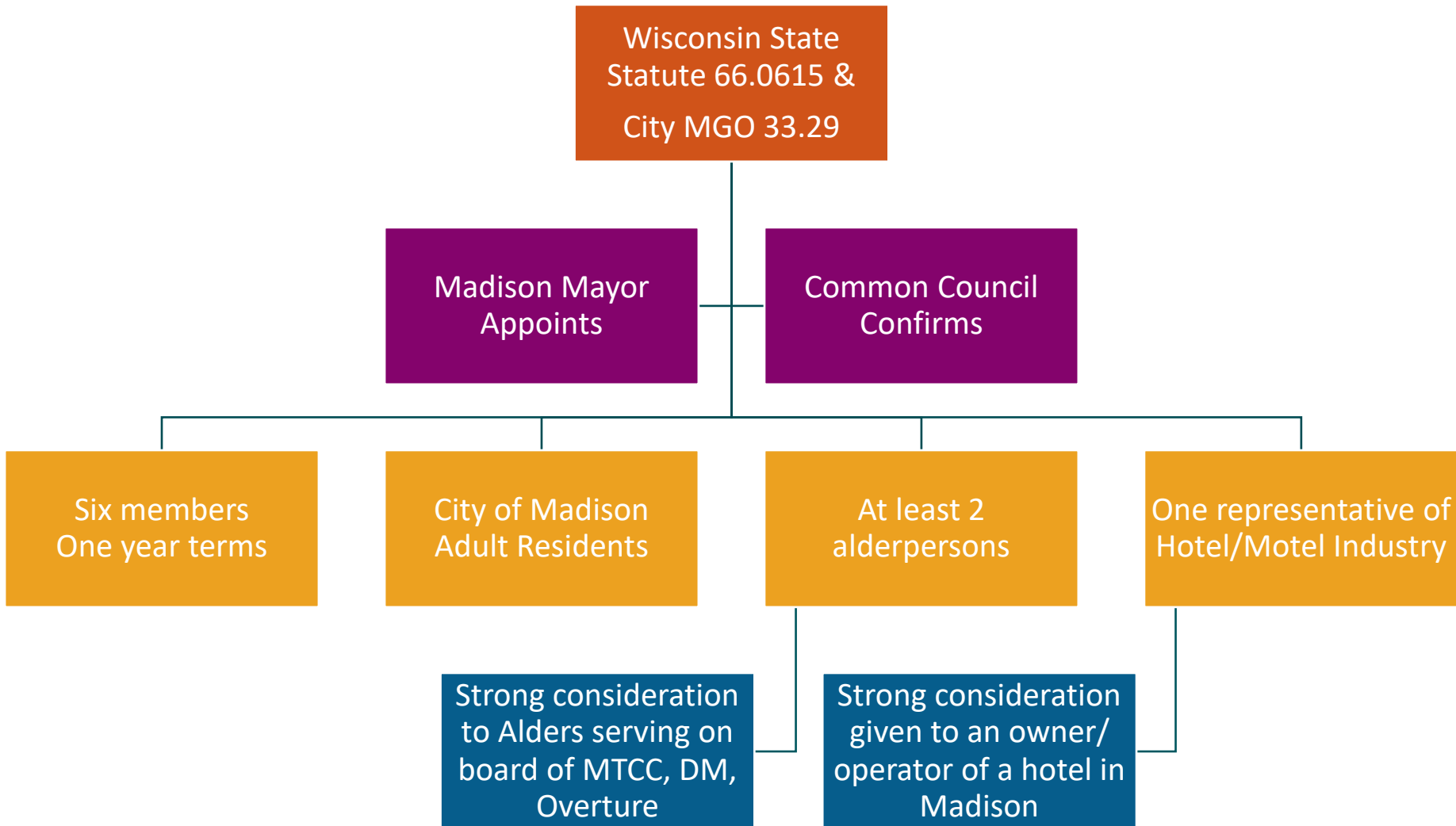
Who allocates Room Tax (TOT) funding?

2025 BUDGET MOTION 2022 TO 2025 ALLOCATIONS

	2022 Actual	2023 Adopted	2023 Actuals	2024 Adopted	2024 Projected (June 2024)	2025 Motion	Chg from 2024 Adopted
Revenues	18,488,410	19,000,000	21,143,358	21,165,000	21,165,000	21,800,000	3%
Tangible Municipal Development (s. 66.0615 (1) (fm) 3., Wis. Stats.)							
Monona Terrace	4,150,574	6,688,446	5,791,080	6,300,768	6,508,489	7,605,133	21%
Debt Service	115,479	207,721	-	509,768	717,489	764,133	50%
Operating	3,962,100	4,825,725	4,825,725	5,392,000	5,392,000	5,392,000	0%
Capital	72,995	1,655,000	965,355	399,000	399,000	1,449,000	263%
Alliant Center, Olbrich and Zoo		738,152	738,152	1,386,000	1,386,000	1,469,700	6%
Overture	1,600,000	2,095,000	2,095,000	2,180,000	2,180,000	2,200,000	1%
Tourism Marketing (s. 66.0615 (1) (fm) 1., Wis. Stats.)							
Destination Madison	3,900,000	5,264,037	5,264,037	5,591,000	5,920,000	5,926,200	6%
Event Booking Assistance	197,080	275,000	177,607	275,000	275,000	275,000	0%
City Tourism	108,129	222,500	204,170	297,500	297,500	307,500	3%
Other	16,229	35,000	49,767	35,000	35,000	35,000	0%
Room Tax Commission	9,972,012	15,318,135	14,319,813	16,065,268	16,601,989	17,818,533	
Room Tax Retained for General Purposes							
General Fund Share	5,667,799	5,700,000	6,288,337	6,350,000	6,350,000	6,540,000	3%
Total Expenditures	15,639,811	21,018,135	20,608,150	22,415,268	22,951,989	24,358,533	9%
Ending Balance Structural Balance (rev v exp)	3,961,107	950,352	4,571,636	1,868,676	2,844,276	325,634	-83%
	2,848,599	(2,018,135)	535,208	(1,250,268)	(1,786,989)	(2,558,533)	105%

With guidance and projections from the City Finance Department, the Room Tax Commission allocates TOT.

What is the composition of the Room Tax Commission, and how are they appointed?



Current Membership:

1. Glenn Krieg, MT Board, and Commission Chair
2. Alder Yannette Figueroa Cole
3. Alder Mike Verveer
4. C.J. Raymond, Hotelier
5. Sylvia Moss
6. Sally Miley

Who do I contact to book an event at Monona Terrace?



Steve Dongarra
Director of Sales
(608) 261-4016,
sdongarra@mononaterrace.com



Mandy Scamardo
Sales Manager
(608) 261-4018
mscamardo@mononaterrace.com



Breanne Chase, CMP
Social Sales Manager
(608) 261-4093
bchase@mononaterrace.com

Did you know 501(c)(3) non profits can hold public meetings in the 600 sq.ft Hall of Fame Room up to 3 times per calendar year for no cost?

How do I find out about the free Community Events at Monona Terrace?





Building Hours: daily 8:00am-5:00pm · Coronavirus Information

MONONA TERRACE
A Public Place by Frank Lloyd Wright

Gift Shop Directions & Parking Media Webinars Tour Information Blog [Contact Us](#)

Meetings & Conventions Weddings Special Occasions Events Calendar Community Programs Experience Monona Terrace

Let us orchestrate *your* incredible.

 Plan A Meeting Plan a meeting Request a proposal Virtual meeting FAQ	 Plan Your Special Day Plan a wedding Wedding FAQs Contact us	 Plan A Banquet Plan a special event Quinceañeras Contact us	 Community Programs See all community programs See upcoming events Sign up for our email list
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[✉](mailto:info@mononaterrace.com)

To sign up to receive information about Monona Terrace events, please complete the following fields and submit. We will not share your information with anyone. Thanks, and welcome!

Email *

First name *

Last name *

Postal code *

I'm interested in:

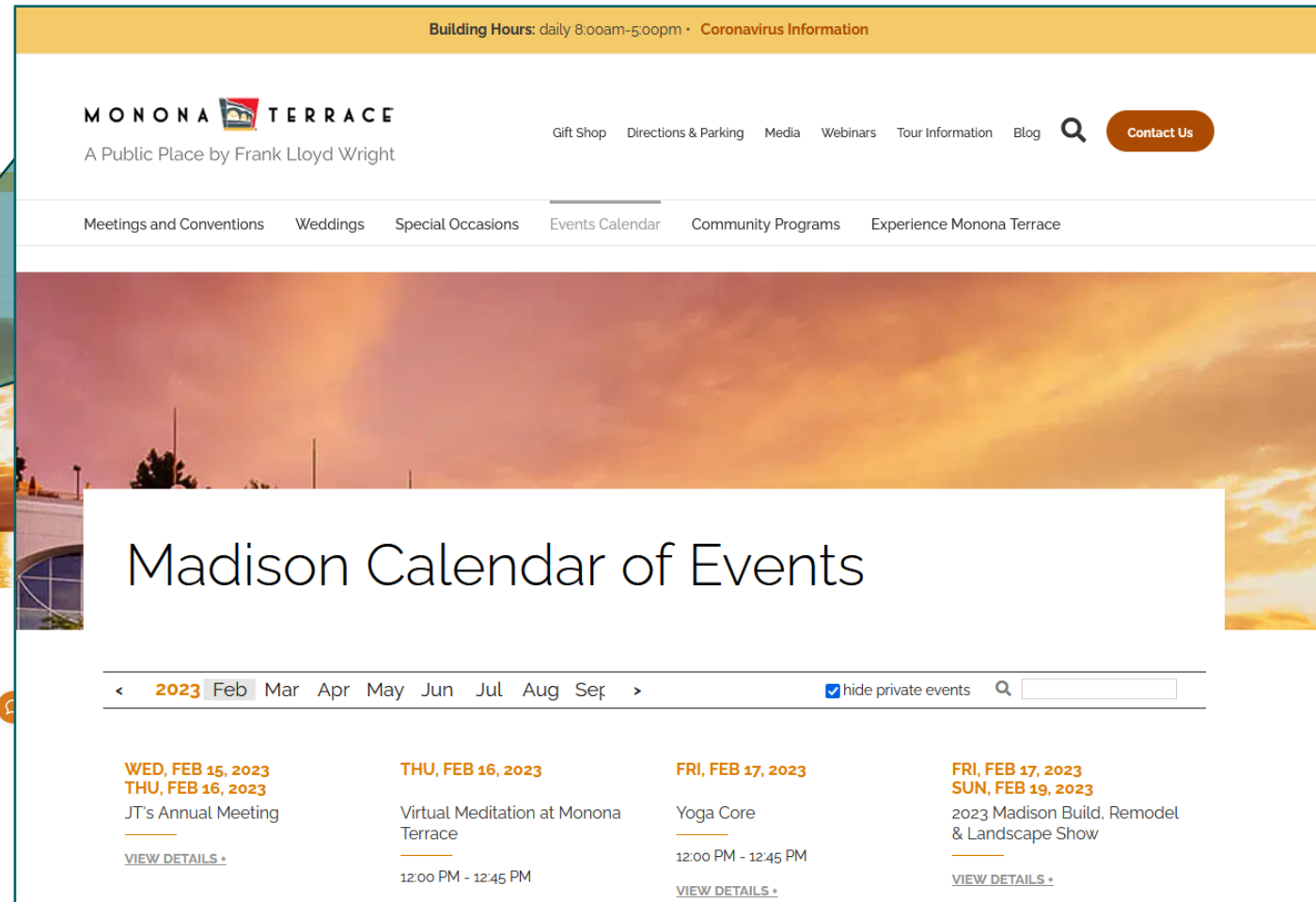
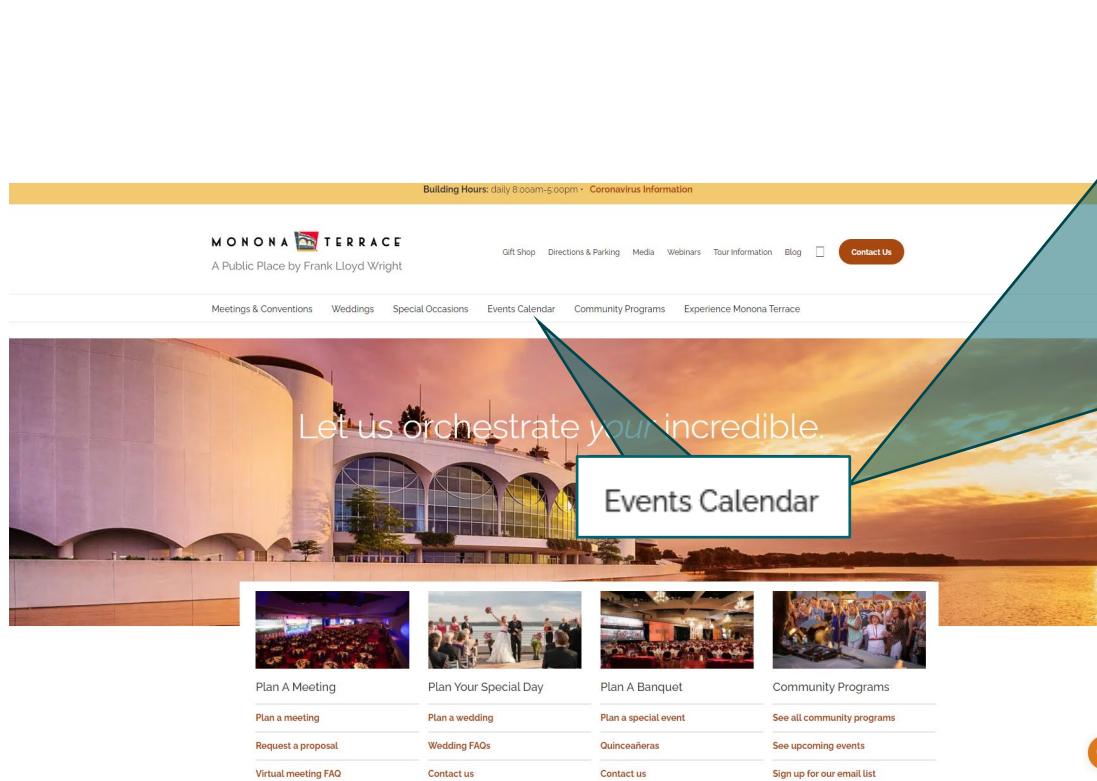
- All Events
- Children's Programs
- Family Events / Festivals
- Films/Lectures
- Frank Lloyd Wright / Architecture Programs
- Group Tours
- Health & Wellness Programs
- Maker Faire
- Music/Entertainment Events
- PechaKucha
- Senior (55+) Programs

* - required field

Go to: mononaterrace.com

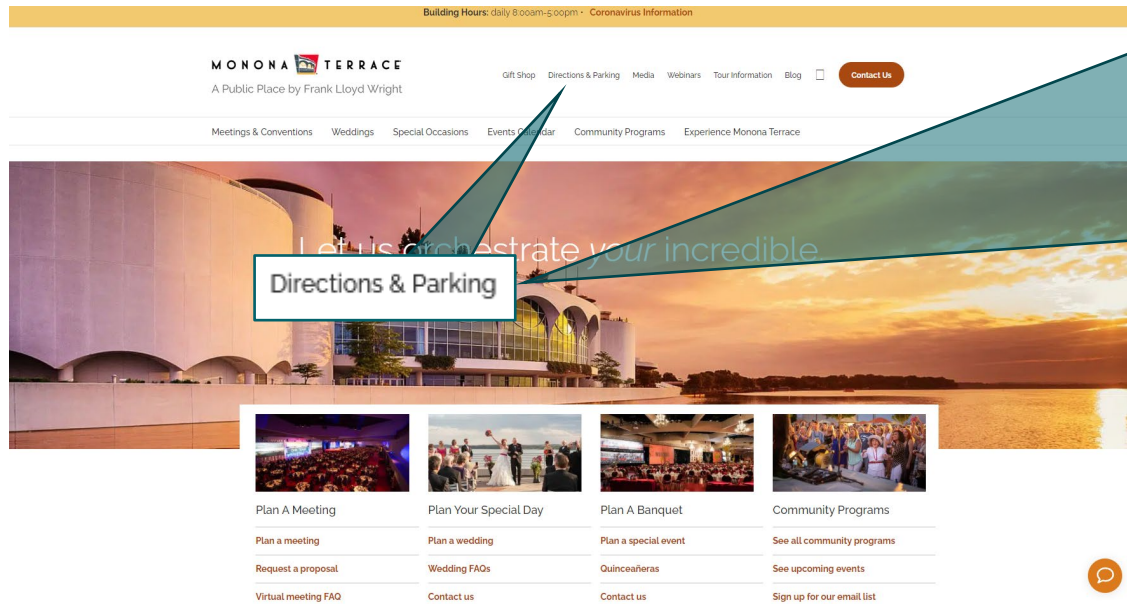
Sign up for our email list

How do I find out what events are being held at Monona Terrace?







Go to: mononaterrace.com

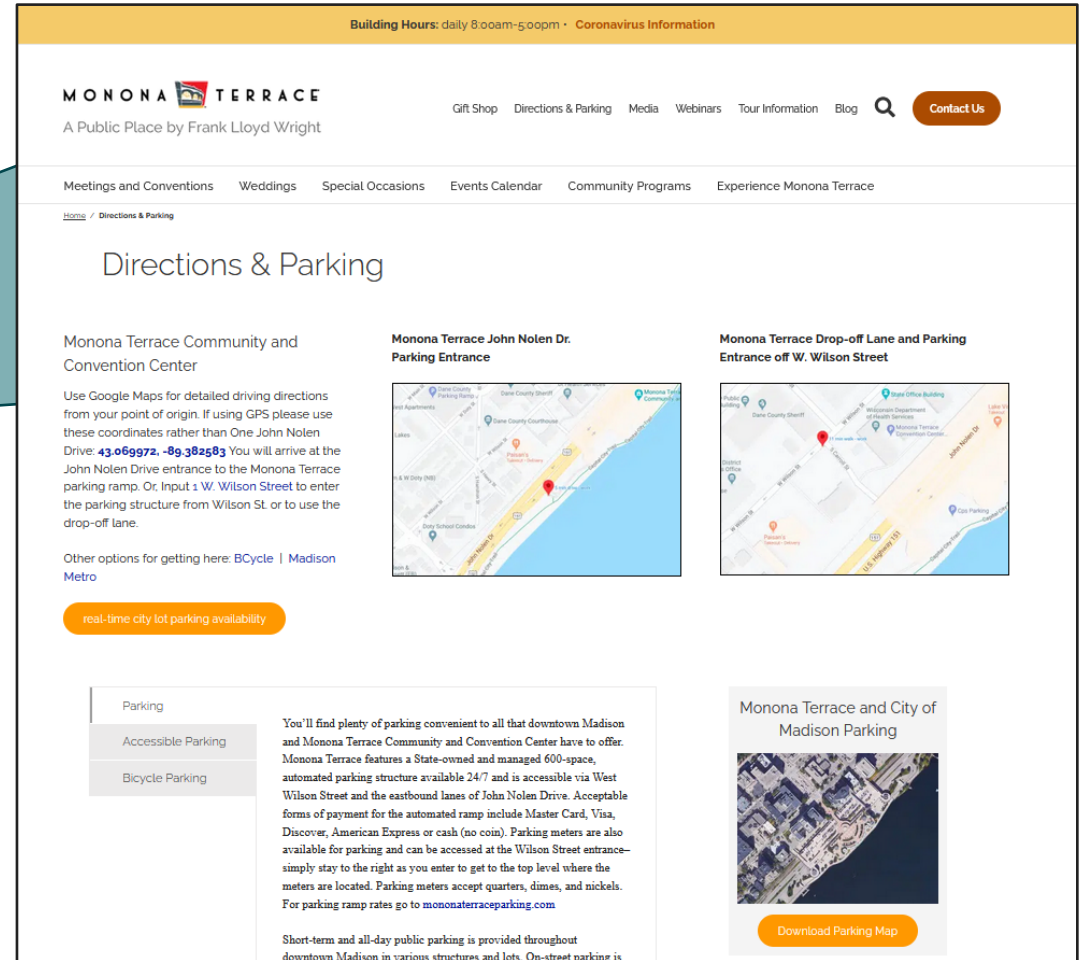
How do I park at Monona Terrace?



Directions & Parking

- | | | | |
|--|---|--|--|
| 
Plan A Meeting | 
Plan Your Special Day | 
Plan A Banquet | 
Community Programs |
| Plan a meeting | Plan a wedding | Plan a special event | See all community programs |
| Request a proposal | Wedding FAQs | Quinceañeras | See upcoming events |
| Virtual meeting FAQ | Contact us | Contact us | Sign up for our email list |

Go to: mononaterrace.com



Directions & Parking

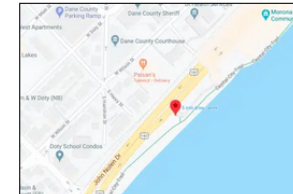
Monona Terrace Community and Convention Center

Use Google Maps for detailed driving directions from your point of origin. If using GPS please use these coordinates rather than One John Nolen Drive: **43.069972, -89.382583** You will arrive at the John Nolen Drive entrance to the Monona Terrace parking ramp. Or, Input 1 W. Wilson Street to enter the parking structure from Wilson St. or to use the drop-off lane.

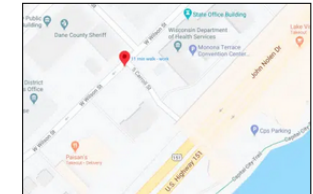
Other options for getting here: [BCycle](#) | [Madison Metro](#)

[real-time city lot parking availability](#)

Monona Terrace John Nolen Dr. Parking Entrance



Monona Terrace Drop-off Lane and Parking Entrance off W. Wilson Street



Parking

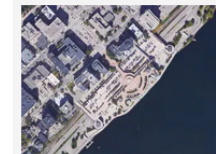
Accessible Parking

Bicycle Parking

You'll find plenty of parking convenient to all that downtown Madison and Monona Terrace Community and Convention Center have to offer. Monona Terrace features a State-owned and managed 600-space, automated parking structure available 24/7 and is accessible via West Wilson Street and the eastbound lanes of John Nolen Drive. Acceptable forms of payment for the automated ramp include Master Card, Visa, Discover, American Express or cash (no coin). Parking meters are also available for parking and can be accessed at the Wilson Street entrance—simply stay to the right as you enter to get to the top level where the meters are located. Parking meters accept quarters, dimes, and nickels. For parking ramp rates go to mononaterraceparking.com

Short-term and all-day public parking is provided throughout downtown Madison in various structures and lots. On-street parking is

Monona Terrace and City of Madison Parking



[Download Parking Map](#)

How much does it cost to park, and who owns/operates the Parking Ramp?

Parking Rates:

Weekdays (entry between 5am-5pm) = **\$3/hour**, maximum of **\$16 for the day**

Nights (entry after 5PM) & Weekends (Saturday & Sunday) = **\$5 flat rate**

No additional fee for overnight parking. Lost ticket fee = \$25

Trivia:

- 596 parking stalls (12 disabled & 21 metered)
- Clearance in ramp is 8' 2" and drive thru lane is 12'
- Cash, Visa & Master Card accepted



DID YOU KNOW?

The State of Wisconsin owns the Monona Terrace Parking Ramp:

The State of Wisconsin issued a 20-year, \$15.1 million revenue bond to build the parking ramp, with the agreement that this bond would be supported by parking revenues from the parking facility.

The Department of Administration (DOA) oversees contracting for vendor services this includes:

- Overall Management of the Ramp: *Current Vendor OneParking*
- Maintenance and upkeep of the gate equipment and systems: *Current Vendor Tapco*
- Renovation, construction and refurbishment: *Various Vendors*

How Our Agency Provides Customer Service



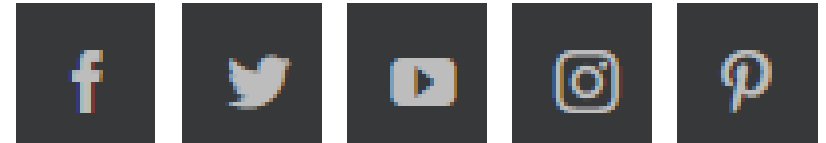
We Provide Customer Service By...

- We following these guiding principles:
 - Customer Service Excellence - We deliver what we promise and delight customers by exceeding expressed and unexpressed expectations. We are proud, enthusiastic and dedicated in everything we do. We are committed to delivering the highest quality products and services to our customers.
 - Ethics and Transparency - Honesty and integrity are fundamental values we apply to all stakeholder transactions and interactions. We foster open communication and sharing of clear and accurate information.
 - Stewardship - We feel pride of ownership in Monona Terrace. We set and maintain high standards, value our FLW heritage, and act in the best interest of the facility at all times.
 - Collaboration - We foster cooperative working relationships by valuing all stake holders. We support each other's efforts and ideas, respect all individuals and appreciate their contributions so the community realizes the most benefit from Monona Terrace.
 - Equity - Committed to fairness, justice, and equal outcomes for all.
 - Well-Being - We are committed to creating a public space where all can thrive and feel safe.

We Provide Customer Service By...

- Website & Social Media

- <https://www.mononaterrace.com/contact-us/>



- Telephone

- (608) 261-4000 Monday - Friday, 8:00 a.m. - 5:00 p.m.

- In-person

- Building is open to the public daily, 8:00 a.m. - 5:00 p.m. (*except city recognized holidays and maintenance days*)

- Public Board of Directors Meetings

- The third Thursday of every month at 4:00pm (location varies)

OUR CITY OF MADISON



Stay Connected!

Kristen Durst, Public and Community Relations

kdurst@mononaterrace.com

(608) 261-4011

CITY OF MADISON