



# 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.*

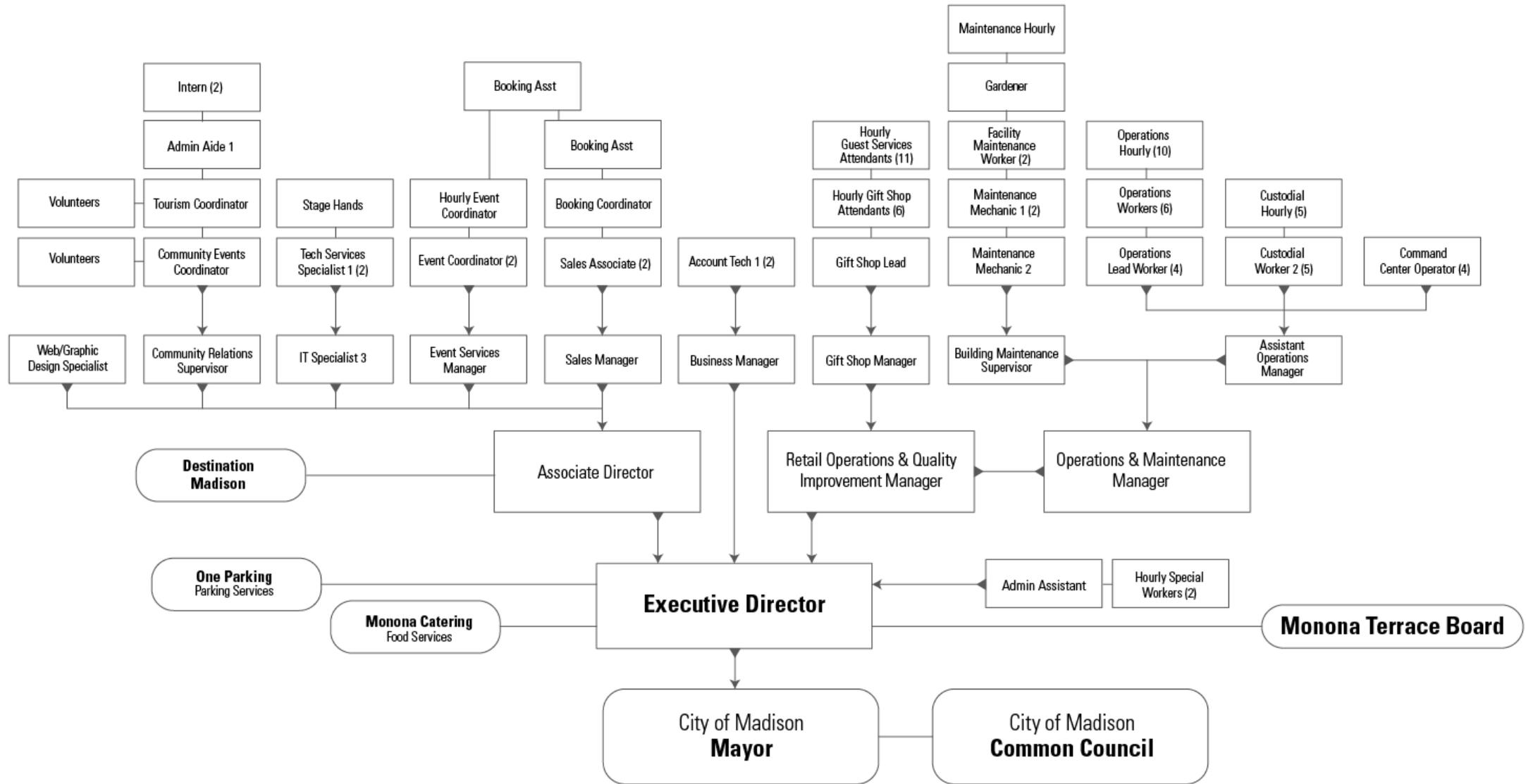
## Mission

- *To deliver an exceptional and inspirational experience.*

# Structure, Services, and Staff



# MONONA TERRACE CLIENTS AND GUESTS



# Services/Areas

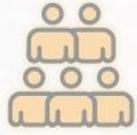
- *250,000 sq.ft. Convention, Conference, Meeting and Banquet space with in-house catering company Monona Catering*
- *Tourism Destination with a designated site on the Frank Lloyd Wright Trail*
- *Provide 130+ free or low-cost Community Events each year including:*
  - *Concerts on the Rooftop*
  - *Health and Wellness Programs*
  - *Wright and Wright Related Educational Talks*
  - *Terrace Town*

• *Economic Impact:*

	Averages (2016-2019)	2024
From Conventions & Conferences	\$37M/year	\$41M
Number of Conventions & Conferences	62/year	53
Events Hosted	600/year	495



# 25 YEARS OF MONONA TERRACE®



**8.9M**

VISITORS AND ATTENDEES



**99%**

WILLING TO RETURN



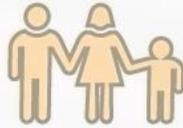
**2,002**

FREE COMMUNITY EVENTS



**950K**

HOTEL ROOM NIGHTS  
(estimated)



**83,773**

TOUR GUESTS



**98%**

CUSTOMER SATISFACTION



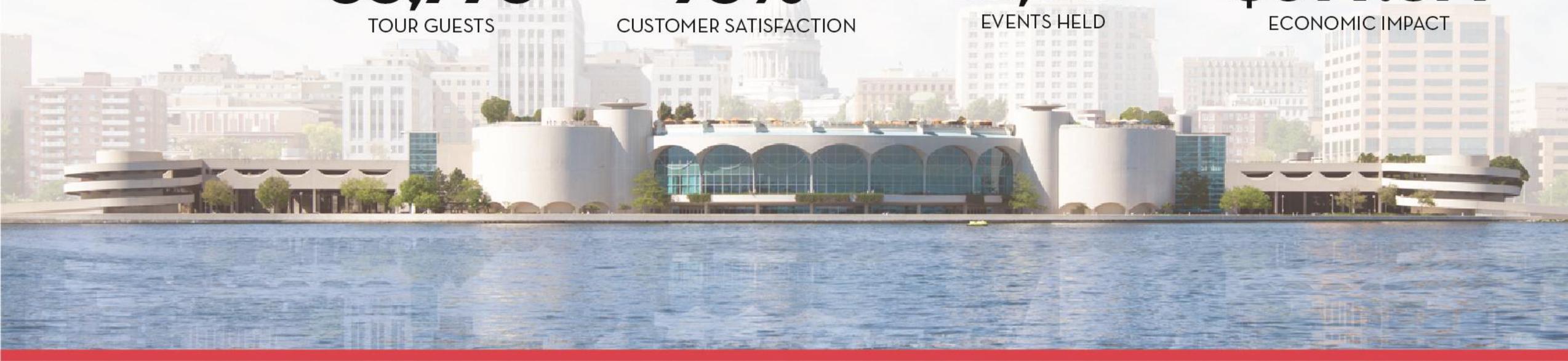
**16,661**

EVENTS HELD



**\$697.5M**

ECONOMIC IMPACT



# Key Staff

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

# Common Citywide Collaborations

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# 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 Lauren West, Office Administrator
Monona Terrace Event Booking Assistance Advisory Committee	Steve Dongarra, Associate Director
Employee Relations Committee	Connie Thompson, Executive Director

# Agency Resources

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# Our Agency's Key Links

- Agency Website(s): [mononaterrace.com](http://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)

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## Let's Connect!

Connie Thompson, Executive Director

[cthompson@mononaterrace.com](mailto:cthompson@mononaterrace.com)

(608) 261-4030

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