



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.*

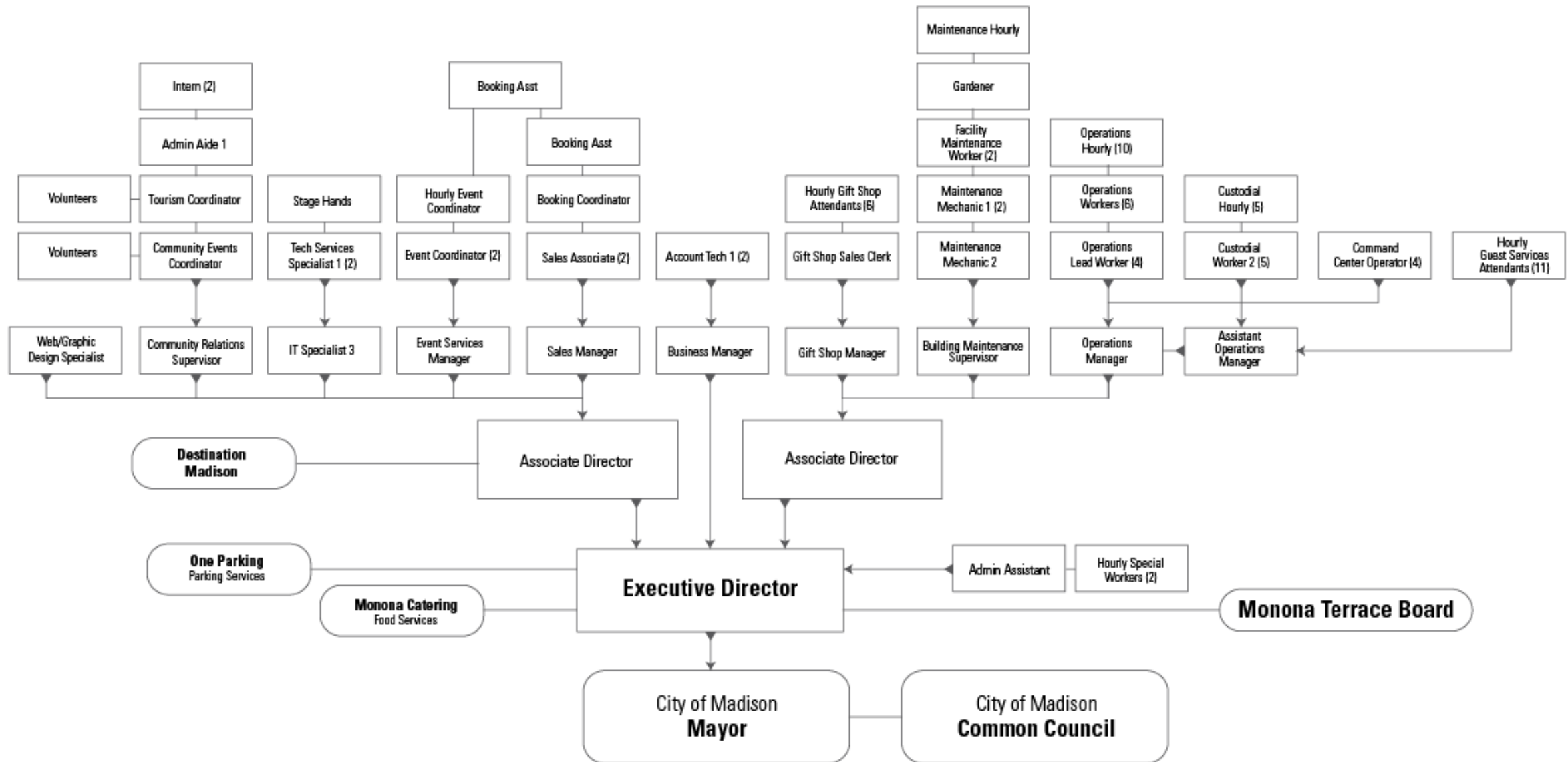
Mission

- *To deliver an exceptional and inspirational experience.*

Structure, Services, and Staff



MONONA TERRACE CLIENTS AND GUESTS



Services/Areas

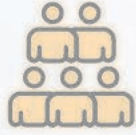
- *250,000 sq.ft. Convention, Conference, Meeting and Banquet space with in house catering company Monona Catering*
- *Tourism Destination with a designated site on the Frank Lloyd Wright Trail*
- *Provide hundreds of free or low cost Community Events including:*
 - *Concerts on the Rooftop*
 - *Health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

• *Economic Impact:*

	Averages (2016-2019)	2022
From Conventions & Conferences	\$37M/year	\$27.8M
Number of Conventions & Conferences	62/year	46
Events Hosted	600/year	488



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*
- *Bill Zeinemann, Associate Director for Marketing, Sales, Community Events*
- *Jeff Boyd, Business Manager (Budget/Purchasing/Internal HR)*
- *Bryan Cator, Operations and Security Manager*
- *Dwaine Rundle, Facility Maintenance Manager*
- *Kristen Durst, Community and Public Relations Manager*
- *Wendy Brown-Haddock, General Manager of Monona Catering*
- *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