

OUR CITY OF MADISON



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

Kristen Durst, Public and Community Relations Manager

CITY OF **MADISON**

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

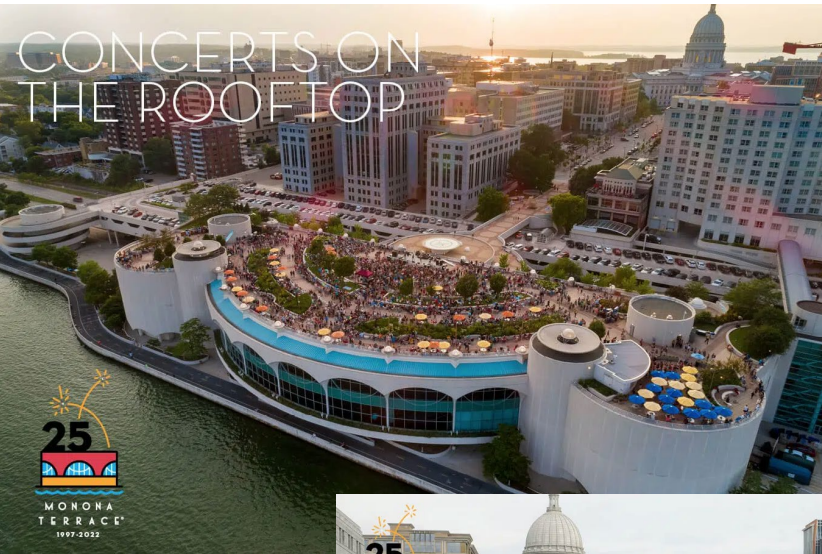


What does Monona Terrace do to fulfill its:

...mandate as a Community Gathering Place?

...roll as a Tourism Destination?

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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



Do my taxes pay for Monona Terrace?

In short, NO.



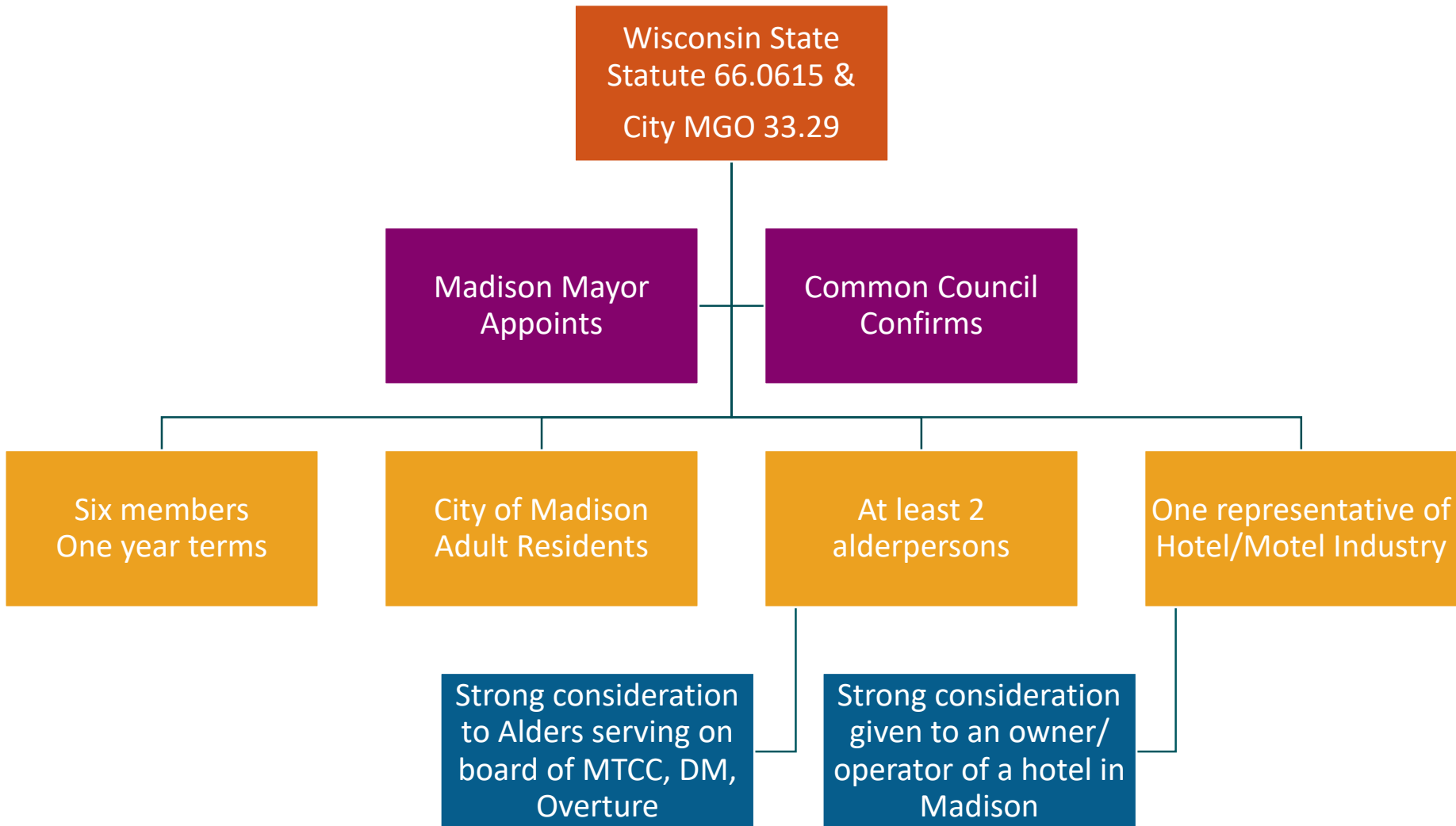
Who allocates Room Tax (TOT) funding?

2023 BUDGET MOTION 2019 TO 2023 ALLOCATIONS

	2019	2020 Adopted	2020 Amended	2020 Actual	2021 Projected	2021 Actual	2022 Budget	2022 Projected	2023 Budget Motion
Revenues	18,929,841	19,552,138	9,464,921	5,862,255	9,000,000	12,088,276	14,250,000	17,000,000	19,000,000
Monona Terrace	5,184,540	5,461,289	3,653,568	5,045,935	3,839,685	3,839,685	4,100,000	4,100,000	6,680,038
Debt Service	800,025	296,273	272,275	272,275	112,883	112,883	137,900	136,472	199,313
Operating	3,795,928	4,295,016	3,131,293	4,295,016	3,559,302	3,559,302	3,962,100	3,962,100	4,825,725
Capital	588,587	870,000	250,000	478,644	167,500	8,793	-	-	1,655,000
Alliant Center, Olbrich and Zoo	642,352	642,352	-	-	-	-	-	-	738,152
Overture	2,000,000	2,095,000	1,200,000	1,200,000	1,500,000	1,500,000	1,600,000	1,600,000	2,095,000
Destination Madison	4,989,009	5,264,037	2,950,000	2,655,643	3,750,000	3,750,000	3,900,000	3,900,000	5,264,037
Event Booking Assistance	140,953	200,000	50,000	45,559	150,000	150,000	200,000	200,000	275,000
City Tourism	174,895	237,500	102,500	80,250	158,000	97,340	145,000	145,000	222,500
Other	33,800	34,552	-	-	45,000	21,096	45,000	45,000	35,000
General Fund Share	5,671,290	5,865,642	2,839,476	1,758,677	2,700,000	3,626,483	4,275,000	5,100,000	5,700,000
Total Expenditures	18,836,839	19,800,372	10,795,544	10,786,064	12,142,685	12,984,604	14,265,000	15,090,000	21,009,727
Ending Balance	355,432	163,365	14,729	(1,797,591)	(5,023,094)	(2,669,519)	59,661	2,901,055	361,514
Structural Balance (inc MT Capital)	93,002	(248,234)	(1,330,624)	(4,923,809)	(3,142,685)	(896,328)	(15,000)	1,910,000	(2,009,727)

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. Sally Miley, Chair
2. Alder Sherri Carter
3. Alder Mike Verveer
4. Tom Ziarnik, Hotelier
5. Sylvia Moss
6. Glenn Krieg, MT Board

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



Laura MacIsaac, CMP
Director of Sales
(608) 261-4016,
lmacisaac@mononaterrace.com



Amanda Wilkins, CMP
Sales Manager
(608) 261-4018
awilkins@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?

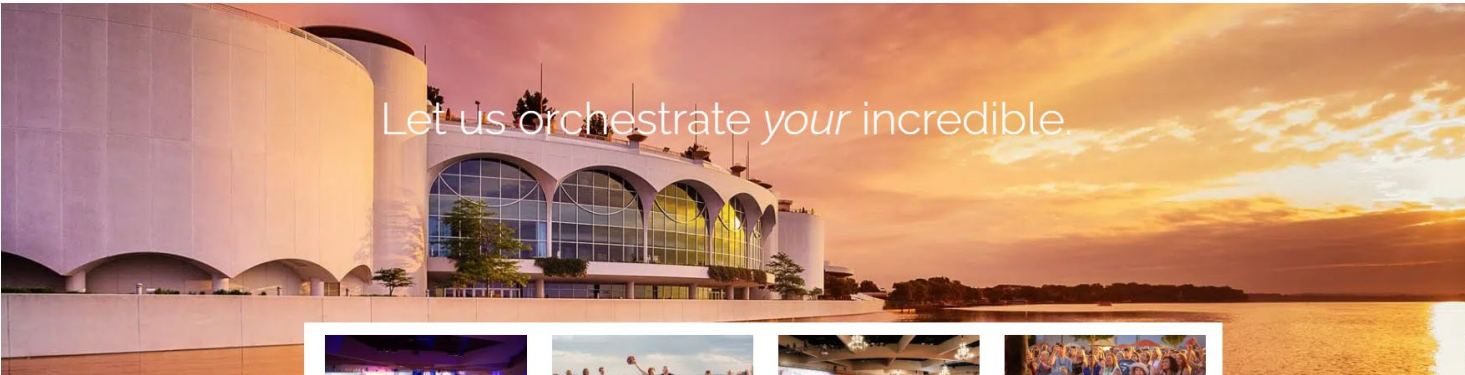
How do I find out about the free Community Events at Monona Terrace?

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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Go to: mononaterrace.com

Sign up for our email list



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 *

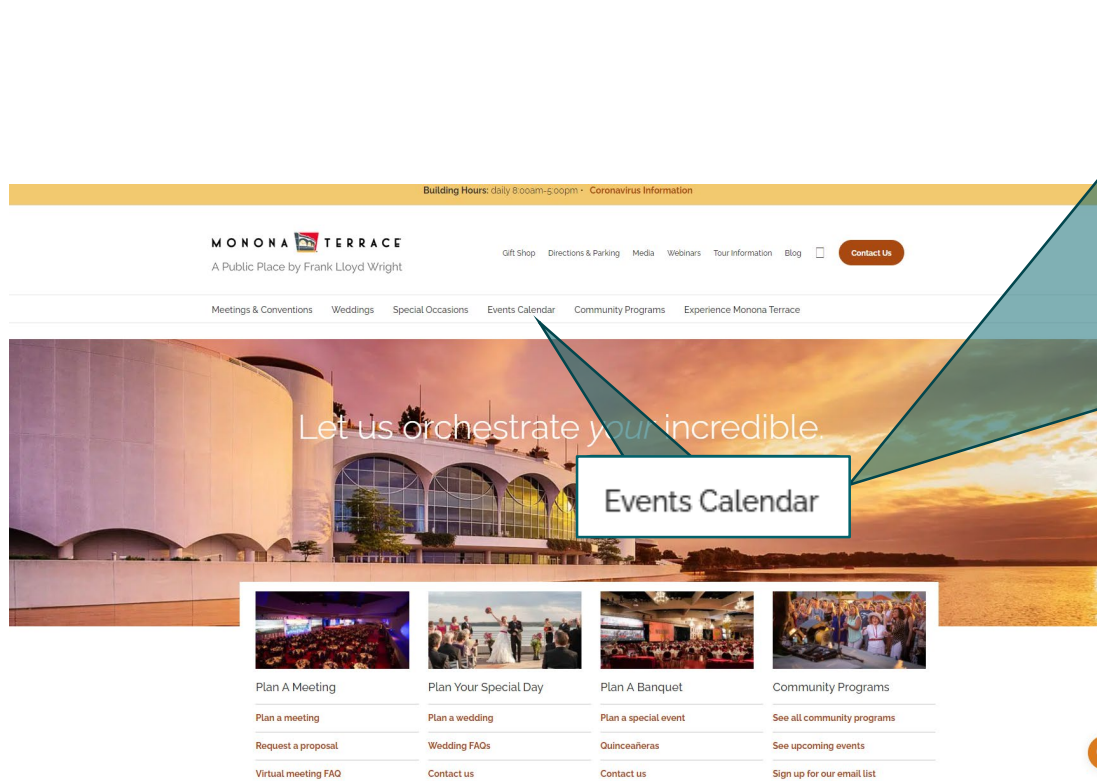
Postal code *

I'm interested in:

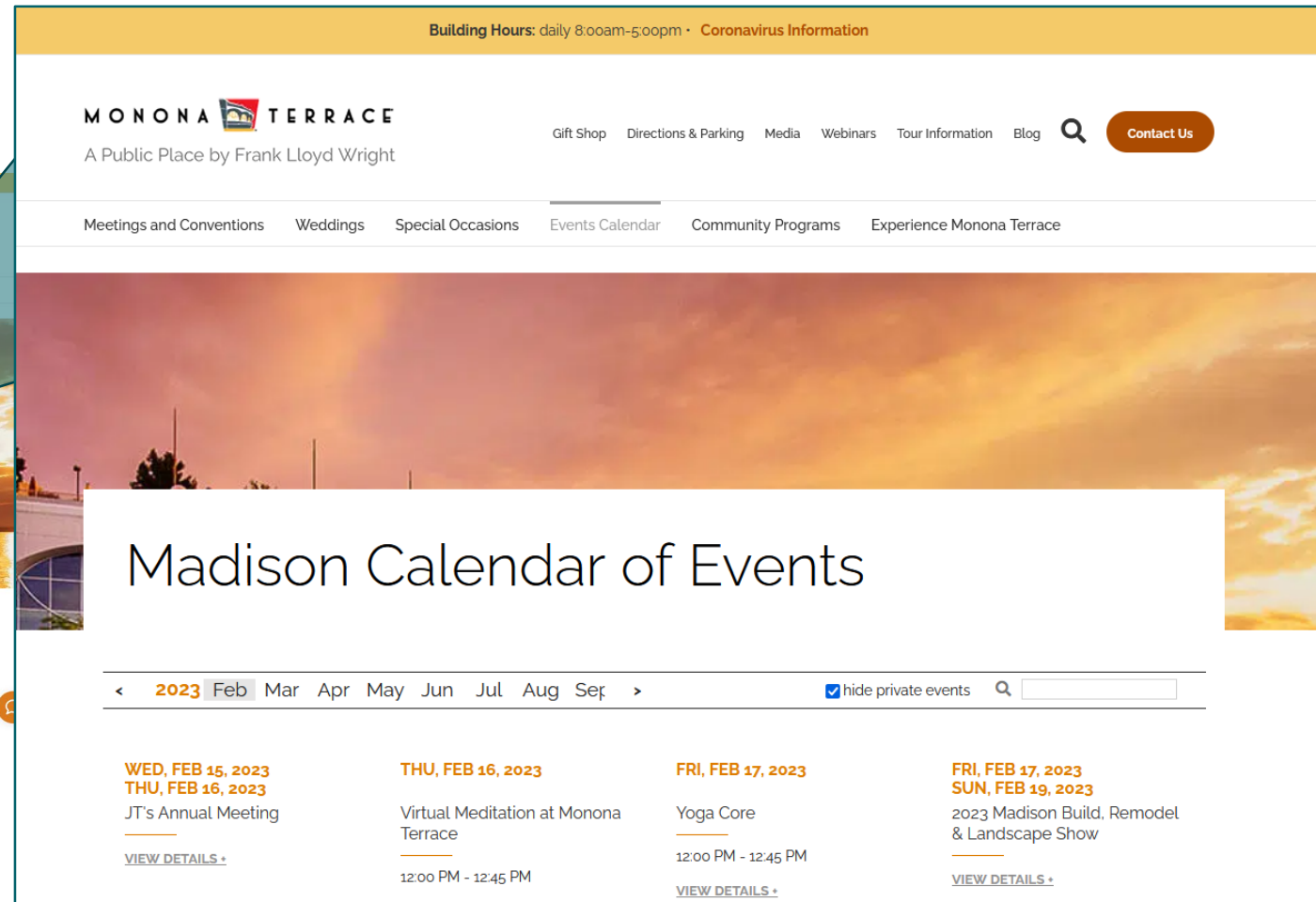
- All Events
- Children's Programs
- Family Events / Festivals
- Films/Lectures
- Frank Lloyd Wright / Architecture Programs
- Group Tours
- Health & Wellness Programs
- Maker Faire
- Music/Entertainment Events
- PechaKucha
- Senior (55+) Programs

* - required field

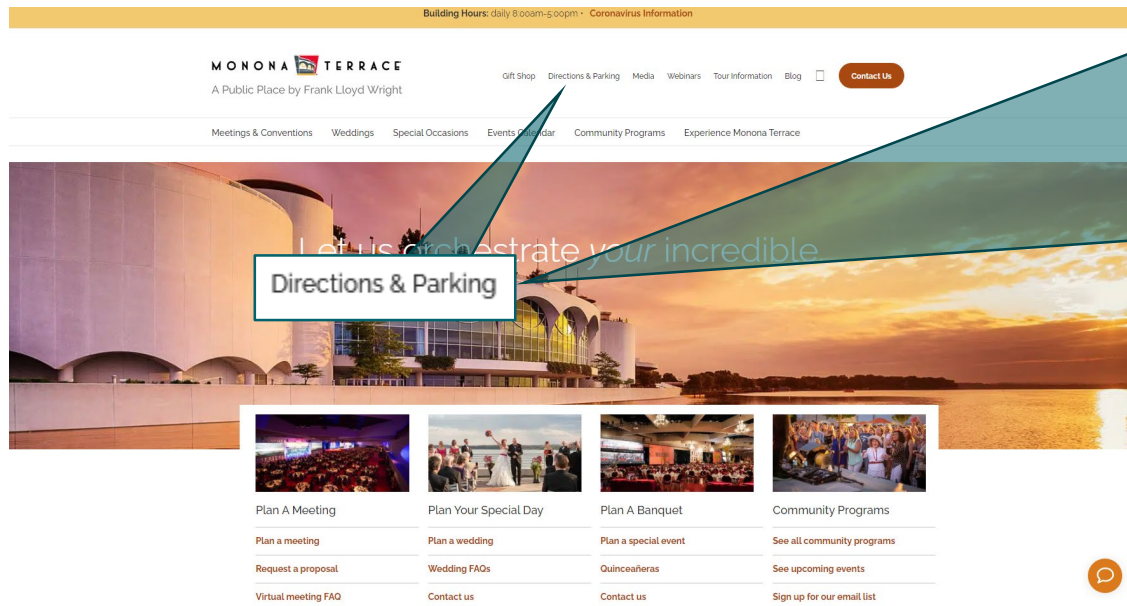
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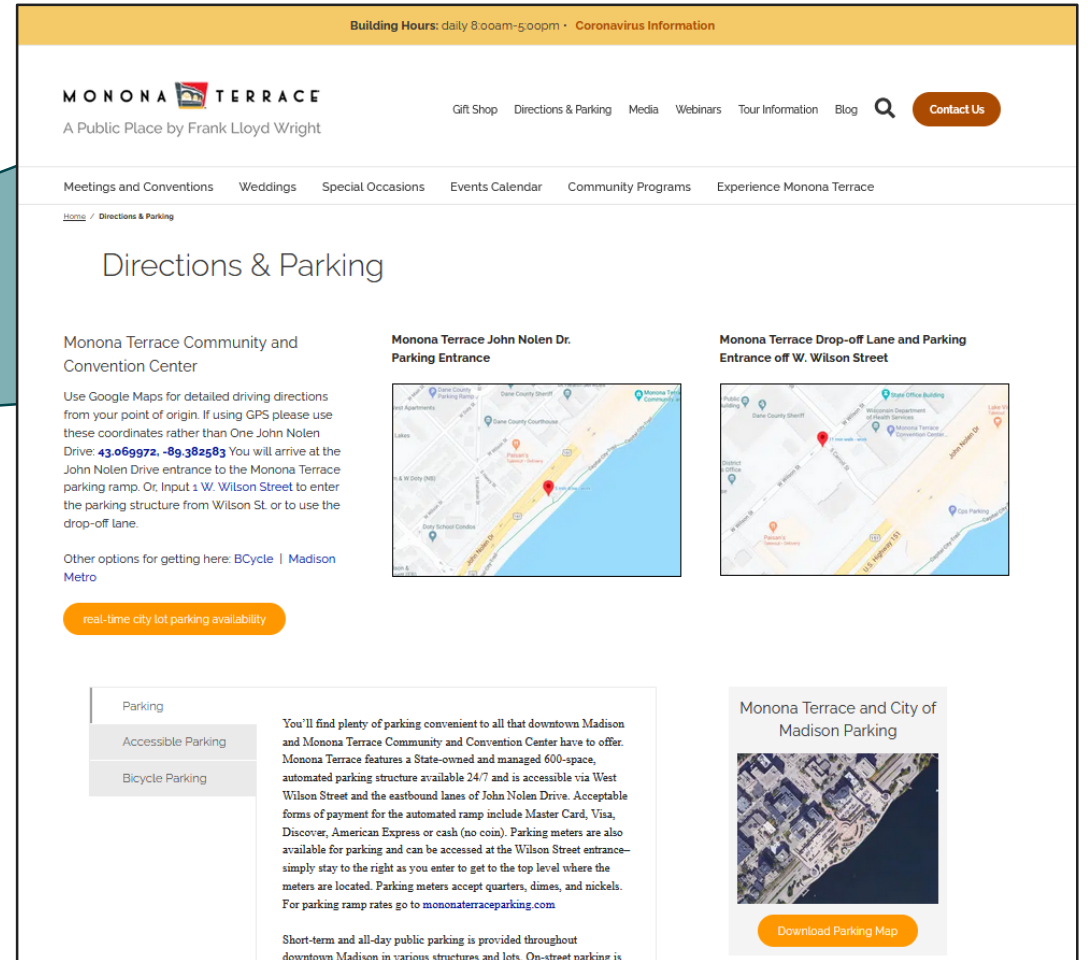
Go to: mononaterrace.com



How do I park at Monona Terrace?



Go to: mononaterrace.com



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



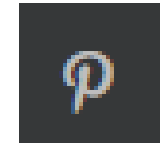
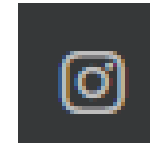
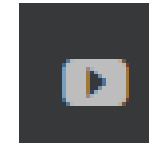
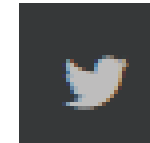
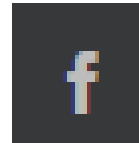
We Provide Customer Service By...

- 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)

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Stay Connected!

Kristen Durst, Public and Community Relations

kdurst@mononaterrace.com

(608) 261-4011

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