

Dear Room Tax Commission:

My name is Bruce Gregg and I currently serve as a volunteer docent at the Monona Terrace Community and Convention Center, and as a past member of the Friends of Monona Terrace Board. I am writing to request that you continue to invest in and support the Monona Terrace during this most challenging time for our city and our nation.

Since the Monona Terrace opened, I have watched it continually expand its role as a community and convention center. Over my 22 years as a docent, I have witnessed the exceptional part the Terrace plays in attracting visitors from around the country and the world. I know from my conversations with visitors on my tours, many Frank Lloyd Wright devotees travel to Madison specifically to tour this Wright masterpiece, often spending several additional days in Madison as they explore other Wright sites in the city and surrounding area.

Beyond its role as an important tourist destination for the city of Madison, the Monona Terrace also holds a significant place as a center for community activity as well. Through programming such as "Moon Over Monona," "Maker Faire," "Lakeview Kids," "Dane Dances on the Rooftop," "Terrace Town," and much more, Monona Terrace offers free, low-cost and very popular community events for Madison's children, families and community members. As a volunteer at events like these, I've seen how this kind of programming brings Madison together in very positive ways. Nearly 40,000 people each year take advantage of the wide variety of programs offered at the Terrace.

Sadly, owing to Covid-19, tours, conventions, weddings, and community programs have had to cease during the pandemic. This has forced Monona Terrace to make drastic cuts to its operating budget. While I am aware that the Commission faces serious choices as it works to adjust its financial commitments, adequately funding Monona Terrace represents a critical investment in the local economy and the community. I urge you to continue to fund Monona Terrace at or near its current level so that it can continue to be a catalyst for economic activity in the heart of the city as well as a destination for tourists and community members alike.

Sincerely,

Bruce Gregg