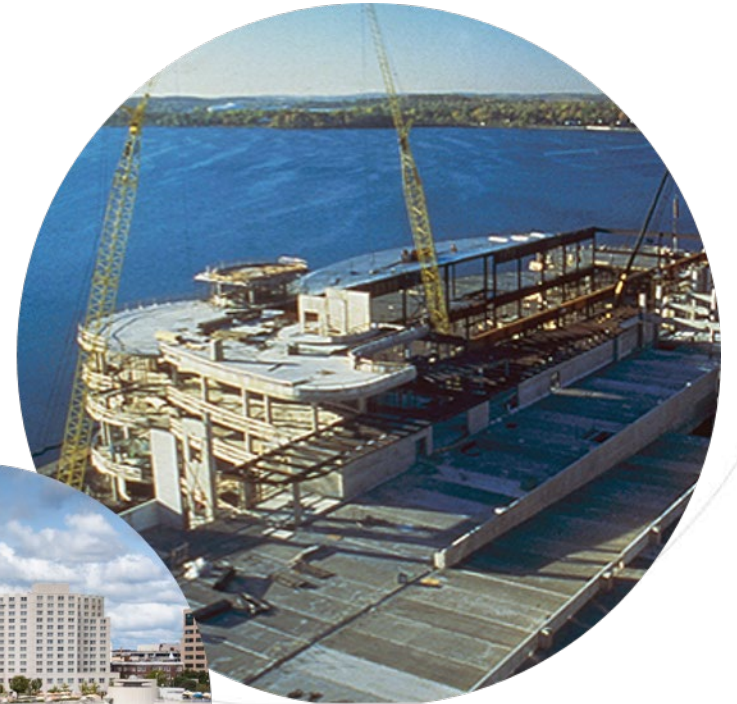


A photograph of the Monona Terrace Community and Convention Center at sunset. The building is a large, modern structure with a curved, white facade and a series of large, arched glass windows. It is situated on a waterfront, with the calm water reflecting the building and the vibrant orange and yellow sky. The sky is filled with soft, wispy clouds, and the sun is low on the horizon, creating a warm, golden glow. The overall scene is peaceful and scenic.

# Monona Terrace Community and Convention Center Room Tax Commission Presentation July 7, 2020

# ROOM TAX HISTORY

- State law limits room tax to 8%, unless there is a convention center. Madison has a 10% rate.
- City's room tax was increased in the early 1990s to subsidize construction and operation of Monona Terrace.
- State law requires at least 70% of room tax be used for three purposes that are significantly used by transient tourists and reasonably likely to generate paid overnight stays:
  - Tourism marketing projects.
  - Transient tourism information services
  - Tangible municipal development, including a convention center.



# MONONA TERRACE'S MISSION

To deliver an exceptional and inspirational experience.



# MONONA TERRACE KEY MANDATES

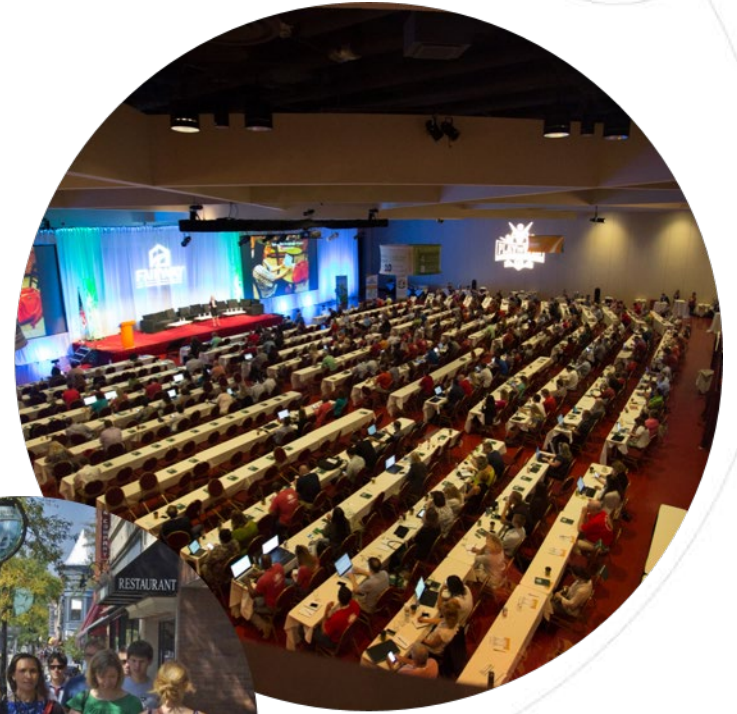
- TO BE AN ECONOMIC CATALYST
- A COMMUNITY GATHERING PLACE
- AND A TOURISM DESTINATION

For the City of Madison, Dane County  
and State of Wisconsin.



# ECONOMIC CATALYST

- Economic Impact for the community from Conventions and Conferences averages \$33 million per year.
- Host 500 to 600 events each year of which about 60 are Conventions and Conferences.
- Monona Terrace and Monona Catering payrolls and purchasing boost the local economy by another \$12 to \$13 million per year.

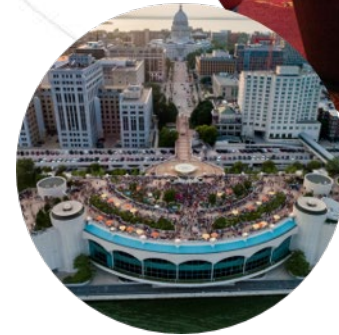


# CUSTOMER SATISFACTION

Monona Terrace's commitment to customer experience is unparalleled in our industry.

- 98% customer satisfaction rate
- 100% of our customers says they are willing to return
- 99% onsite services satisfaction
- # of Attendees & Visitors = 419,071

Event Attendees = 285,571 Visitors = 133,500



# COMMUNITY GATHERING PLACE

- In 2019, we served 38,262 people through over 90 free and low-cost community programs.
- Concerts on the Rooftop series, Dane Dances, Terrace Town box cities, Lunchtime Meditation and Yoga, Lakeside Kids, Moon Over Monona Terrace, etc.
- 400 to 500 local events hosted each year. The community gathers at Monona Terrace for weddings, anniversaries, memorial services, banquets, meetings, etc.
- Of surveyed community events patrons, 95% willing to return.



# TOURISM DESTINATION

- Designed by renowned architect Frank Lloyd Wright, Monona Terrace is an iconic landmark in Madison visited by guests from around the country and world.
- 2,446 people from around the world took 223 guided tours in 2019.
- Student groups, commercial bus tour groups, locals with visiting friends and relatives.
- Monona Terrace is a site on the Frank Lloyd Wright Trail promoted by Travel Wisconsin (WI Dept. of Tourism).



# AWARD WINNING FACILITY

- LEED-EB Gold
- Wisconsin Forward Award – Mastery Level
- 2019 InBusiness Magazine Executive Choice Award
- 2018 InBusiness Magazine Executive Choice Award
- 2020 & 2019 Wisconsin Meetings Award for Best Outdoor Reception Space
- Wisconsin Department of Tourism Governor's Tourism Stewardship Award
- Wisconsin Department of Tourism Governor's Tourism Service Excellence Award



# 2020 PROJECTION ASSUMPTIONS

- A 50% reduction in the room tax allocated to Monona Terrace
- Business to resume in August
- Revenue assumption is 50% of budget
- January – May actual expenses and revenue
- June – December projected expenses and revenue
- Total Operating Budget Reductions of \$1,662,198
- Total Lost Revenue of \$2,196,622





# 2020 PROJECTIONS

- REDUCED PAYROLL BY \$1,198,303
- BENEFITS OVER BY \$96,630 DUE TO RETIREMENTS
- REDUCED NON-PAYROLL EXPENSES BY \$560,525
  - **TOTAL BUDGET REDUCTIONS \$1,662,198**
- MT REVENUE LOSS - \$2,196,622
- ROOM TAX LOSS - \$2,147,508
  - **TOTAL MT REVENUE LOSS - \$4,344,130**
- **PROJECTED 2020 DEFICIT - \$2,681,932**

(Projected deficit includes \$321,556 in applied reserves)



# WORK SHARE, REDEPLOYMENT, & OPEN POSITION SAVINGS

- 28 staff redeployed reduces payroll by \$265,028
- 23 staff in Work-Share program reduces payroll by \$139,913
- 9 open staff positions reduces payroll by \$215,721
  - **Total Permanent Salaries reduced by \$620,662**
- Hourly payroll reduced by \$554,339
- Overtime reduced by \$23,302



# HOW WE'LL RECOVER

- Achieving financial health through strategic budget savings.
- Ensuring our facility provides a safe and welcoming environment for our guests, through enhanced training, work safety practices, procedures, and policies.
- Innovating in the new economy with expanded virtual meetings, conferences, and program offerings.
- Increased focus on local, state and regional business opportunities with robust marketing and sales strategies.
- Larger conferences and events booking two to three years in advance.





# A SAFE REOPENING

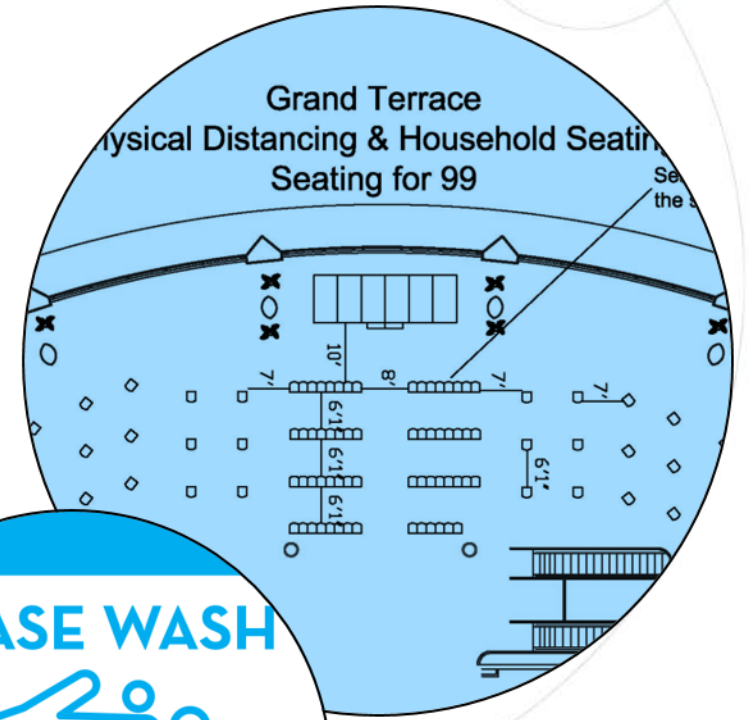
In consultation with Public Health Madison and Dane County, we are following the Forward Dane phased reopening plan requirements and have:

- Developed policies and procedures for hygiene, cleaning, and protective measures.
- Documented staff receipt, acknowledgement, or training on those policies.
- In the process of obtaining GBAC STAR™ Facility Accreditation.
- Installed plexiglass barriers for guest services, registration counters, gift shop, and administrative office.
- Designed and installed informational and directional signage and posters to assist safe customer movement, social distancing, and protective measures.



# BRINGING BUSINESS BACK

- Sales and marketing focused on local, state and regional groups
- Educating clients on virtual and hybrid meeting options
- Showcasing physical distancing plans and safety and cleaning protocols
- Continued flexibility with clients in rescheduling events and contracts due to COVID-19



# INNOVATING IN THE VIRTUAL WORLD

- Creation of Monona Terrace virtual meetings marketing materials and training for sales staff from Destination Madison, Monona Terrace, and Monona Catering.
- Monona Terrace Community programs have gone online via Zoom with Lunchtime Meditation and Yoga, Lakeside Kids, virtual field trips for school kids, and a virtual tour and kids' activities page on our website.
- Designed Zoom building tours for existing and prospective customers.
- Monona Terrace website and chatbot upgrades to meet customers where they are at, which is now online more than ever.



# INNOVATING IN THE VIRTUAL WORLD

“Thank you for making this a remote offering. Really helps with my mental health during the Safer at Home order, especially now that it has been extended. I also shared the link with a friend in Minneapolis who attended and responded positively. Big thank you.”

- Kathy Z

“Thank you very much for bringing meditation to us. It’s always wonderful, but especially now when we need it the most. I felt a connection with all the others who were participating, and even though I couldn’t see them I had a sense of well being and compassion knowing they were there. Sarah does a wonderful job guiding us through a practice. Please let her know how much it’s appreciated.

- Carol C



# ENGAGING OUR PARTNERS

We are collaborating with Destination Madison, hoteliers and others to:

- Ensure facilities are ready to reopen safely.
- Develop consistent destination safety standards, and strong and unified messaging to give customers confidence that we are ready to host their events safely.
- Strategies and protocols for bookings, cancellations and rebooking.





MONONA  
TERRACE

Let us orchestrate *your* incredible