

**From:** [Laurie Koch](#)  
**To:** [Finance](#)  
**Subject:** Monona Terrace Community & Convention Center  
**Date:** Monday, June 29, 2020 1:11:33 PM

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Dear Room Tax Commission:

My name is Laurie Koch and I'm the Vice President of Global Customer Care for Trek Bicycle Corporation. I'm writing to implore you to please continue to make an important and substantial investment in Monona Terrace Community and Convention Center by funding this essential institution at current levels, adjusted for the shortfall. This is the most equitable solution during these times of financial hardship for all.

I've worked with Monona Terrace on numerous events for more than 20 years and they truly live up to their mission of providing an exceptional and inspirational experience. We chose Monona Terrace for many reasons: (ie. well maintained facility, state of the art AV, thoughtful/competent/professional staff, convenient location, exceptional food offerings, and their willingness to go above and beyond "normal" to make our events memorable & exciting for our thousands of guests visiting from all over the world.) Losing any of these would diminish my experience and the experience of our attendees who love coming to Monona Terrace year after year.

I know Monona Terrace has made drastic and unsustainable cuts to their operating budget as well as redeployed staff and they're using the entirety of their reserves. I'm concerned that any additional cuts to room tax funding will impact their ability to bring future events to Madison, which annually generate an average of \$33 million in economic impact from conventions and conferences.

While the business landscape for meetings is bleak this year, it's the future events Monona Terrace is currently booking that will help lead the recovery of our local economy. And they can't generate this business, and maintain the building without a sufficient investment now.

Adequately funding Monona Terrace's future is a necessary investment in our local economy and our community. Please continue to fund this Madison icon at the current levels adjusted for the room tax shortfall so that it can continue to be a place where I want to host my events, a place where tourists want to come to visit, and a place where the community comes together.

Sincerely,

Laurie Koch  
VP Global Customer Care  
Trek Bicycle Corporation  
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