

Monona Terrace Community & Convention Center

Economic and Fiscal Impacts



TOURISM
ECONOMICS

Impacts Analyzed

	Net	Gross
Participant Origin		
Dane County residents (locals)		X
Outside Dane County	X	X
Event Type		
Conventions	X	X
Conferences	X	X
Public shows	X	X
Other events		X

Monona Terrace Impacts (Net)



Provided **\$46.2 million** in sales to local businesses



Supported **656** jobs



Generated **\$2.2 million** in state and local taxes

Economic Impact Model Framework



Direct Business Sales

Operational spending & spending by participants



Indirect Business Sales

Purchases from supplier industries

+



Induced Business Sales

Employee spending in the local economy



Total Economic Impact

Total business sales in the regional economy

Monona Terrace Direct Spending (Net)

(\$ millions)



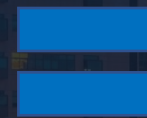
\$16.6M

Operating
Expenditures



\$10.5M

Spending by
Participants



\$27.1M

Total
Direct
Spending

Direct Spending by Industry (Net)

(\$ millions)



\$27.1M

Monona Terrace Direct Spending Impact (Net)



\$16.6M

OPERATIONS

Monona Terrace salaries and wages and purchases from local vendors



\$3.5M

LODGING

Hotels, motels, private home rentals, RVs



\$2.8M

FOOD & BEVERAGE

Full-service restaurants, fast food, convenience stores



\$2.2M

RETAIL

Souvenirs, general merchandise, malls, local retailers



\$1.3M

LOCAL TRANSPORTATION

Gas, car rentals, ride share, parking

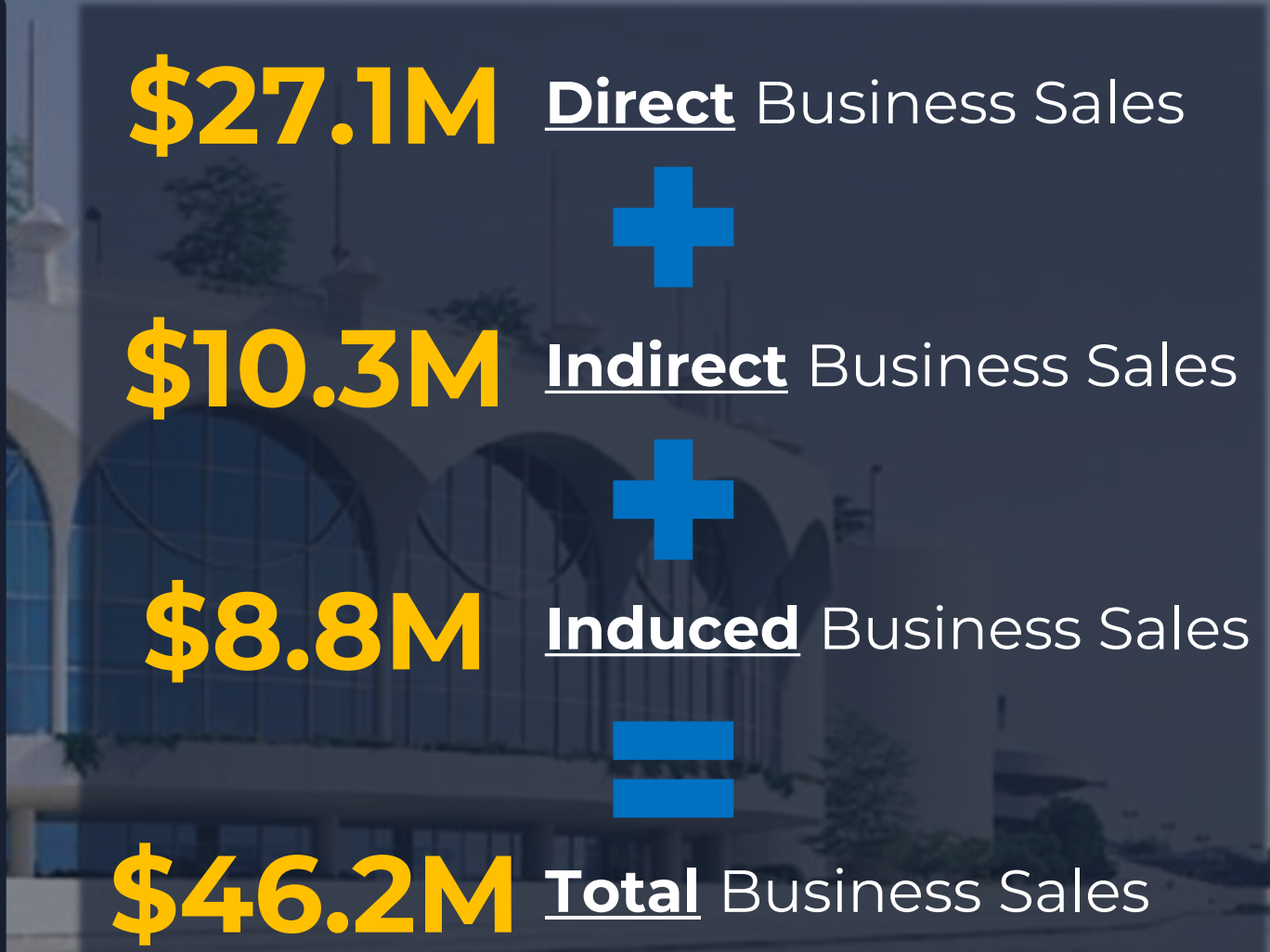
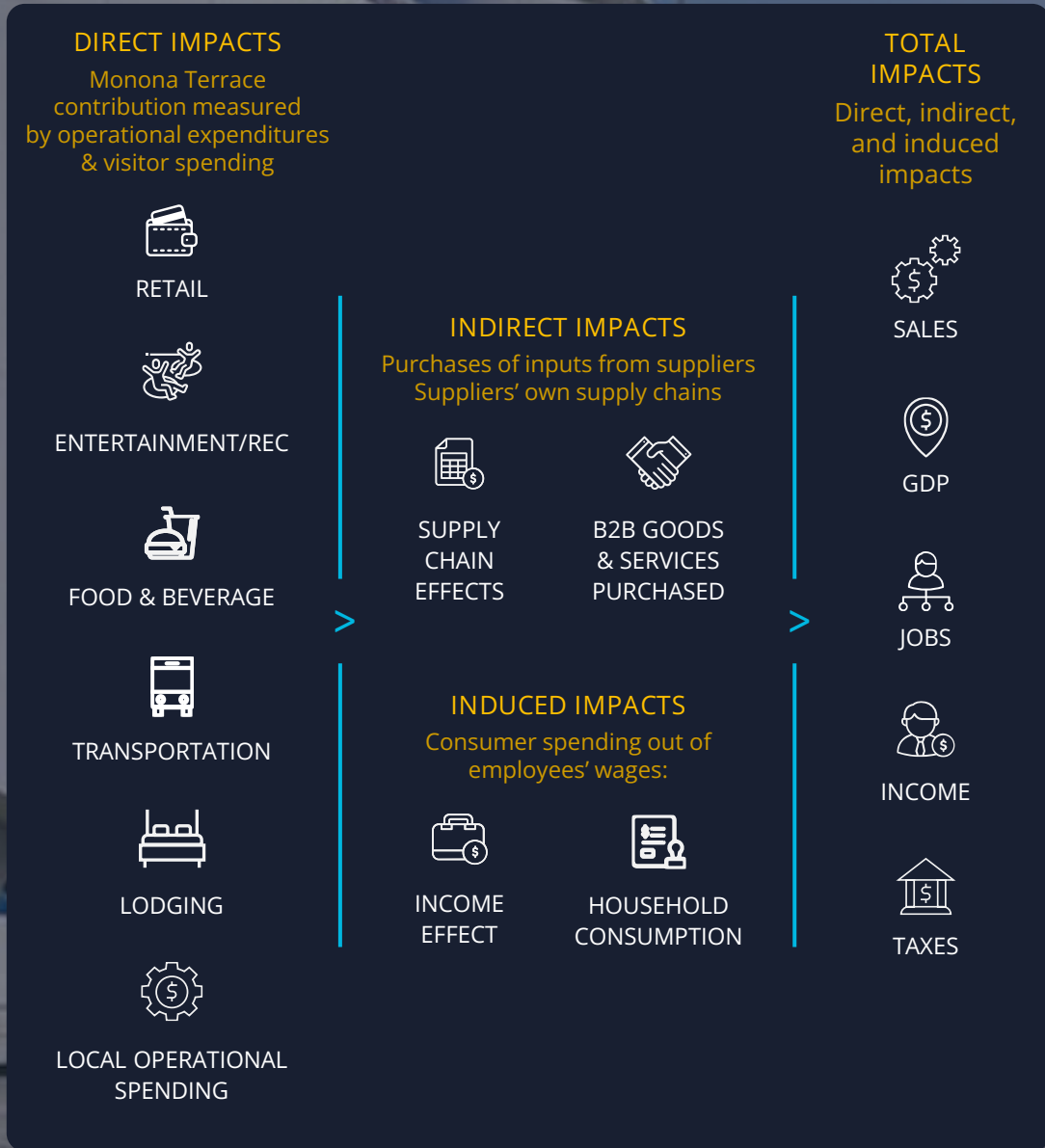


\$0.7M

RECREATION

Amusements, theaters, entertainment, other recreation

Indirect and Induced Impacts (Net)



Note: total does not sum due to rounding

Monona Terrace Economic Impact (Net)

(\$ millions and jobs)



\$27.1M

Direct
Business
Sales



\$46.2M

Total
Economic
Impact



656

Total
Jobs
Supported



\$2.2M

Total
State & Local
Taxes

Monona Terrace Fiscal Impact (Net)

(\$ millions)



\$1.3M

State Taxes



\$0.9M

Local Taxes



\$2.2M

Total
State & Local
Taxes

Note: total does not sum due to rounding

Monona Terrace Economic Impact (Gross)

(\$ millions and jobs)



\$32.1M

Direct
Business
Sales



\$53.4M

Total
Economic
Impact



699

Total
Jobs
Supported



\$2.7M

Total
State & Local
Taxes

THANK YOU!

Greg Pepitone

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TOURISM
ECONOMICS