

**From:** [Edith Hilliard](#)  
**To:** [Finance](#)  
**Subject:** Monona Terrace  
**Date:** Tuesday, June 23, 2020 3:28:48 PM

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Dear Room Tax Commission: June 23, 2020

My name Edith Lawrence-Hilliard and I'm the current President of Friends of Monona Terrace Board and a docent with Monona Terrace for 21 Years). I'm writing to ask 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.

When Monona Terrace was finally built after nearly 60 years, the promise to the community was that the facility would be a community and convention center, and today the building operates with three key mandates: To be a catalyst for economic activity, a community gathering place and a tourist destination for the City of Madison, Dane County and the State of Wisconsin.

I've volunteered with Monona Terrace for the past 23 years as a Docent and Friends of Monona Terrace Board assisting them in their mission of providing an exceptional and inspirational experience. In my position I help bolster their standing as community gathering and tourist destination by sharing the

history to thousands of visitors as a Docent. I also represent The Terrace at every single Dane Dances for the past 21 years. I have spoken to countless organizations and individuals about hosting their events at Monona Terrace. I have been a supporter and positive voice the entire life of Monona Terrace.

Annually, we providing free and low cost community programming for nearly 40,000 people and tours of our famous facility designed by renowned architect Frank Lloyd Wright to visitors from around the world.

It saddens me that due to COVID-19, Monona Terrace has had to make drastic and unsustainable cuts to their operating budget. And I'm concerned about the potential implications of additional cuts to room tax funding, and that it will impact our ability to bring tourists and future events to Madison, as well as our ability to serve our mandate as an important community gathering place.

Adequately funding Monona Terrace's future is a necessary investment in our local economy and our community. Please continue to fund Monona Terrace at current levels adjusted for the room tax shortfall so we can continue to be a community concourse and a place where tourists want to come to visit.

Sincerely,

Edith Lawrence-Hilliard