



# MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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December 5, 2023

**To: Members of the City of Madison Room Tax Commission**  
**From: Connie Thompson, Executive Director**  
**Subject: Community Programs Expenditures and Revenue**

Monona Terrace was built through a partnership between the city, county, state and private sector. It opened in July 1997 with the mandate to our community to serve as a catalyst for economic activity, a community gathering place and a tourist destination for the city, county and state. As a publicly-owned facility, Monona Terrace is committed to fulfilling our role and promise to function as both a community and a convention center.

Since Monona Terrace opened, we've held over 2,200 free and low-cost community programs. Our popular summer concerts along with the Dane Dances! series has made the Monona Terrace rooftop a welcoming destination. We also offer free health and wellness classes, including yoga and meditation, architectural lectures and educational workshops, and children's programs including Lakeside Kids!, Moon over Monona Terrace and Terrace Town. Our community programs provide memorable and affordable experiences for all, and cultivate important relationships with the public, community partners, and other city agencies.

Additionally, there is marketing value and financial value to bringing people to Monona Terrace for our community programs. Exposing people to Monona Terrace can only enhance the possibility they consider using Monona Terrace for all types of paying events in the future.

Commission to Monona Terrace	\$65,230
Revenue to Monona Catering	\$160,225
Gross F & B Revenue from Community Programs	\$225,455
Total Monona Terrace Community Programs Revenue (Commission and Sponsorship Funds)	\$161,038
Payroll	\$128,098
Purchases Supplies	\$3,863
Purchased Services	\$44,316
Total Expenses (Projected thru 12/31/23)	\$176,277
Monona Terrace Revenue	\$161,038
Monona Terrace Expenses	\$176,277
<b>Revenue/Expense Comparison Total</b>	<b>(\$15,239)</b>

In 2023, Monona Terrace will hold 133 community events, generating \$161,038 in revenue for Monona Terrace, and an additional \$160,225 in revenue for Monona Catering from food and beverage sales. Moreover, Monona Terrace community events also generate economic activity not captured above that benefits event food vendors, downtown merchants, and parking revenue for the State of Wisconsin and City of Madison.