

# MONONA TERRACE COMMUNITY AND CONVENTION CENTER ROOM TAX COMMISSION PRESENTATION



WEDNESDAY, SEPTEMBER 3, 2025



# 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.





# IN 2024 MT EVENTS FUEL OUR LOCAL ECONOMY



**\$41M**

FROM CONFERENCES  
& CONVENTIONS

**249,050**  
ATTENDEES

**34,726**  
HOTEL ROOM NIGHTS

**495**  
EVENTS



# 2024 TOP ECONOMIC IMPACT GENERATORS



**\$6.28M**

IRONMAN WISCONSIN

**\$3.47M**

INTL. PLASTIC MODELERS'  
SOCIETY IPMS/USA

**\$2.34M**

ASSOC. FOR THE SCIENCES OF  
LIMNOLOGY ASLO 2024

**\$2.01M**

AMERICAN SOCIETY OF  
BIOMECHANICS ANNUAL CONF.

**\$1.78M**

AMERICAN ASTRONOMICAL  
SOCIETY MEETING



# STIMULATING OUR LOCAL ECONOMY

- In 2024 Monona Terrace booked **495** events including **53** conventions and conferences, **161** banquets/weddings, and **16** consumer shows.
- For 2025 we currently have **482** events on the books including **47** conventions and conferences, **153** banquets/weddings, and **21** consumer shows.
- Monona Terrace's internal sales team books **400 to 480** primarily state and local events each year that generate between 75% and 80% of overall event revenue for Monona Terrace.



# COMMUNITY GATHERING PLACE & TOURISM DESTINATION

- In 2024, we served 35,483 people through 124 free and low-cost community programs.
- Highlights include our popular Concerts on the Rooftop series, Dane Dances and Wright Design.
- Designed by renowned architect Frank Lloyd Wright, Monona Terrace is an iconic landmark attracting visitors from across the nation and around the globe
- We showcase our facility with architectural tours. In 2024, we had 2,090 tour attendees.



# DELIVERING AN EXCEPTIONAL & INSPIRATIONAL EXPERIENCE

**Monona Terrace has a 97% overall customer satisfaction rating.**

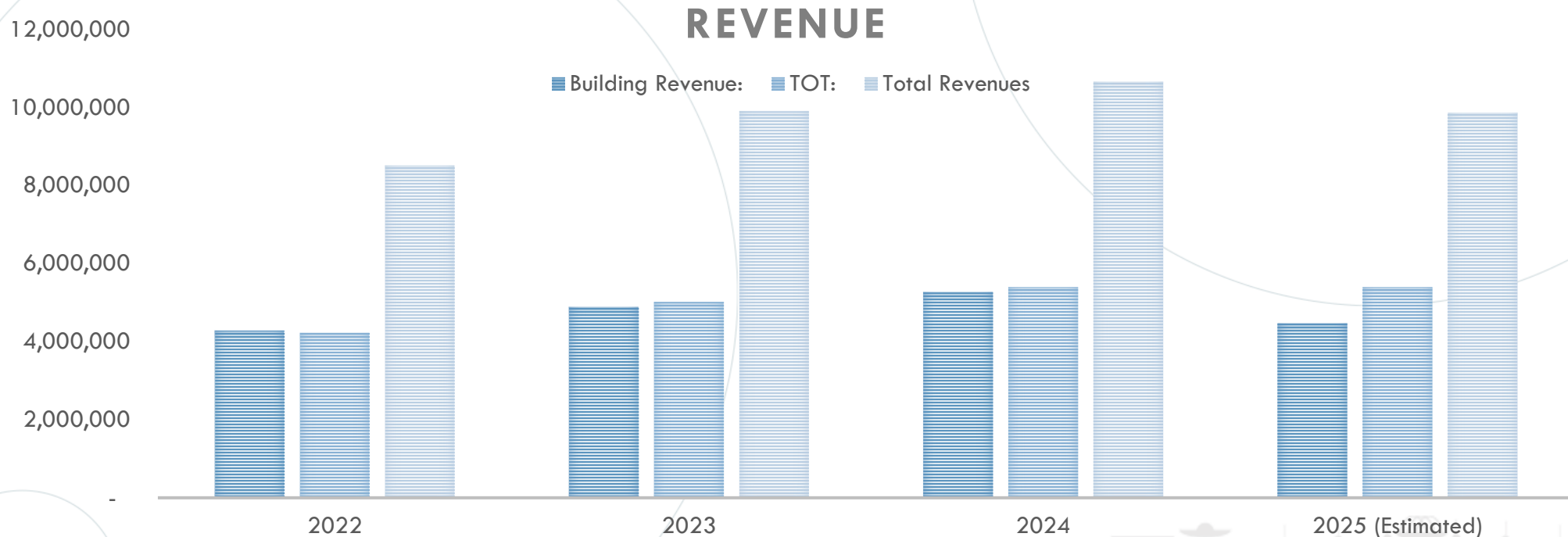
“The Monona Terrace AV team is an absolute sanity saver! We’ve done so many events at venues that don’t have on site AV services like Monona Terrace and it’s incredibly stressful. With Monona Terrace AV team expertise and equipment inventory, every detail is managed seamlessly and any need to troubleshoot is easily handled on the spot.”

*UW Health*



# 2025 BUDGET PROJECTIONS

- Revenue forecast: up \$19.9K from adopted 2025 budget.
- Events projected at 514 vs 534 budgeted; meetings have not fully recovered.
- Conventions and banquets slightly below 2019 levels, event revenue averages higher.

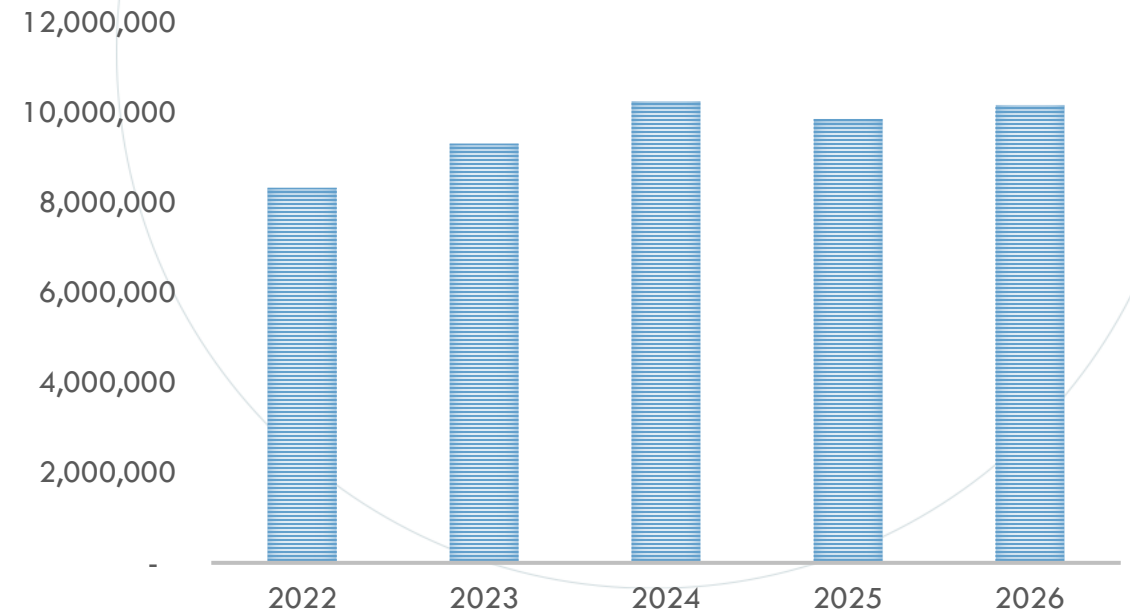




# 2026 FINANCIAL OUTLOOK

- Revenue projected at \$4.77M, up \$310K from 2025.
- 505 events are budgeted: 48 conventions/conferences, 159 banquets
- Operating expenses to rise \$310K:
  - Salaries and Benefits +\$210K (COLA).
  - Services and Supplies +\$731 vs 2025.
  - Interdepartmental and Insurance +\$99K

## EXPENSES





# ROOM TAX FUNDING



Most U.S convention centers receive public subsidies to fuel economic growth.



Room tax funding is central to our business model, along with event revenue.



Room tax funding covers operations, maintenance and repairs.



Supports both free community events and paid events.



Drives current and future event revenue, growing the local economy.



Cuts would limit events, stall hiring, and weaken economic impact.



Adequate funds are necessary to support sufficient staffing to care for our visitors and customers.



Enables us to meet our mandate as an economic catalyst, community gathering place and a tourism destination.





# **2026 ROOM TAX REQUEST**

Consistent with budget advice from City Finance, Monona Terrace requests \$5,890,750 to fund operations and capital needs.

- Capital Budget - \$498,750 machinery and other equipment (2026 request is \$1M lower than 2025 capital budget needs)
  - Operating Subsidy - \$5,392,000 (same as 2025 adopted amount)
  - 2026 Debt Service - \$0







MONONA  
TERRACE



LET US ORCHESTRATE YOUR INCREDIBLE.