



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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MONONA TERRACE JOINT SERVICES WITH ALLIANT ENERGY CENTER OF DANE COUNTY 2024 ANNUAL REPORT April 10, 2025

Background

As specified in the Monona Terrace Agreement between the City and the County, the Monona Terrace Board Bylaws, and in Section 33.21 (13) of the City of Madison General Ordinances, the Monona Terrace Board “. . .shall participate in joint services with Alliant Energy Center of Dane County when and where economically feasible and in the best interest of both parties.” This agreement also states that the Board shall at least annually issue a report analyzing opportunities for increasing efficiency through joint services and operations.

Monona Terrace Board members and staff participated in a joint study committee in 2004, which was formed by the Mayor and County Executive to study the feasibility of a collaborative or joint operation of Monona Terrace and Alliant Energy Center. After a lengthy study, the committee concluded in their final report, dated September 13, 2004, that “research should be pursued regarding the creation of a local exposition district, similar to the Wisconsin Center District, consisting of the facilities of the AEC only.” This conclusion was based on many factors, as detailed in the committee’s report.

Joint Services

Monona Terrace and Alliant Energy Center work closely together in promoting Madison as a destination and ultimately, which venue is best suited to host the event.

One of the greatest resources that Monona Terrace and Alliant Energy Center share is our professional expertise. There is a rich history of venue types, geographical backgrounds, and governance structures within both senior management staffs. Management from each facility meet regularly to discuss trends in our industry, and local issues regarding our facilities.

Additionally, staff from Monona Terrace and Alliant Energy Center often share information regarding policies, procedures, contracts, construction project details and various other industry related matters. We also share equipment, typically for last-minute set-up requests or changes.

Our sales departments work together by referring potential business to the other facility when we cannot accommodate a particular event within our own facility, or cannot meet the client’s specifications.

Furthermore, the Executive Directors of Monona Terrace and the Alliant Energy Center meet quarterly with the Destination Madison President & CEO to share industry information, discuss issues affecting the marketplace, and look for ways to enhance the destination's assets and appeal to customers and visitors.

Barriers To Joint Services

Labor agreements, governmental jurisdictions, and vendor contracts currently limit the scope of additional coordinated activities between the two facilities.

Summary

Monona Terrace, Alliant Energy Center and Destination Madison continue to work together for the betterment of our clients and the citizens of Madison and Dane County. We are proud of the relationships we have built with the Alliant Energy Center and Destination Madison staffs, and will continue to seek opportunities to share resources and knowledge to enhance the services we provide and increase our efficiencies.