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

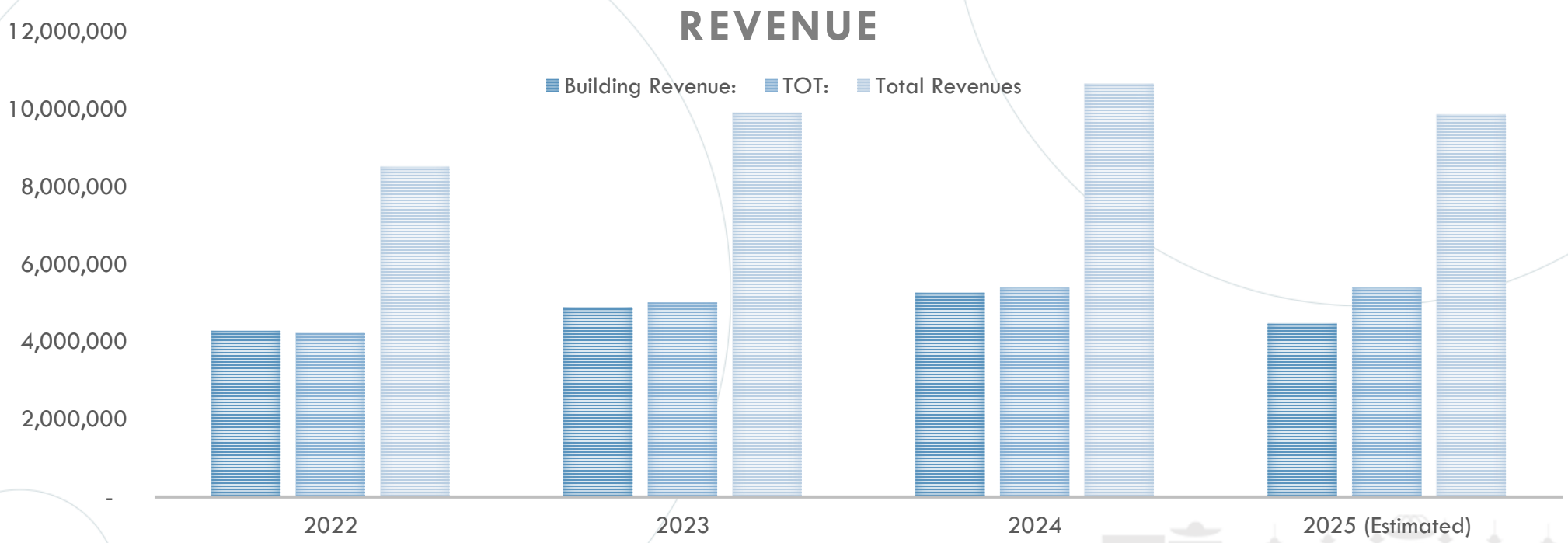
Monona Terrace has a 97% overall customer satisfaction rating.

“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

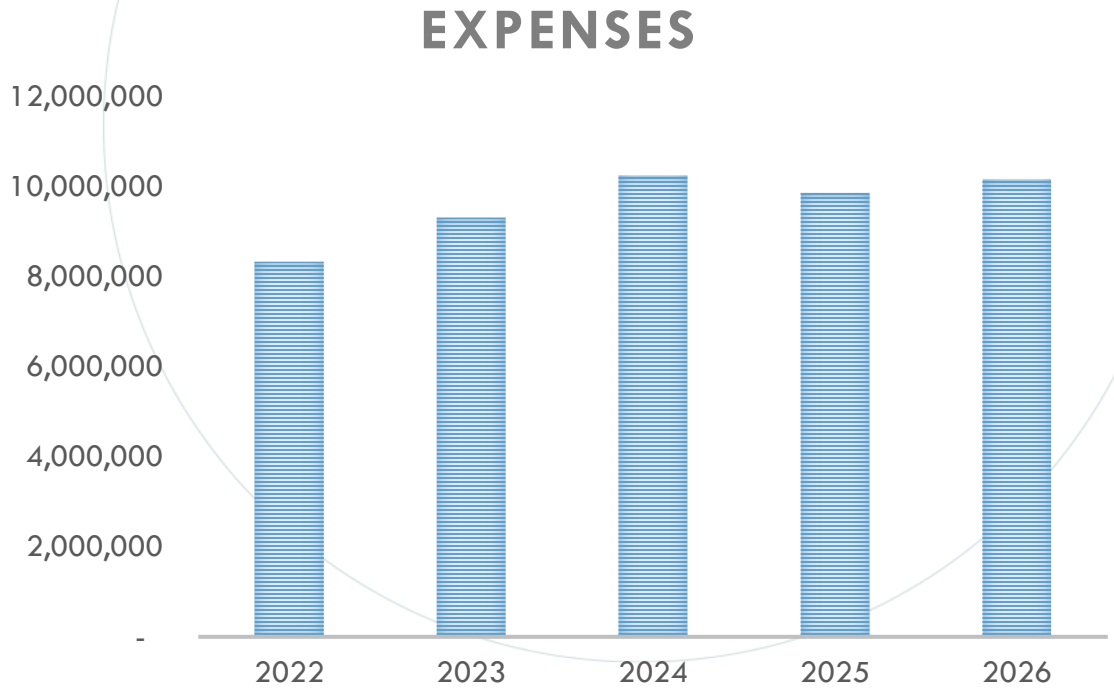
2025 BUDGET PROJECTIONS

- 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



ROOM TAX FUNDING

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

Room tax funding is a major source of our funding, along with event revenue.

Room tax funding covers building operations, maintenance and repairs.

Enables us to deliver an exceptional guest experience.

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.