



January 15, 2015

To: The Board of Estimates
George Austin

From: Glenn Krieg, Board Chair 
Monona Terrace Community and Convention Center

Re: Issuance of the RFP for the Judge Doyle Square Site

In light of the Common Council's decision to offer a new RFP for the Judge Doyle Square Development, which includes a hotel to serve Monona Terrace, the Monona Terrace Board believes it is our responsibility to emphasize the hotel components that are critically important. We request that these bullet points be incorporated into the RFP or used as standards when evaluating submissions.

In order to optimize our community's \$63 million investment in Monona Terrace, a hotel needs to be built within close proximity to the facility that provides the following:

- A block of rooms, ideally 250 or more, set aside to serve the demand we have for conventions and conferences at Monona Terrace.
- A name brand hotel that adds to Downtown Madison as a destination.
- A national sales team and reservation system.
- Meeting and casual gathering spaces that, compliment but do not compete with, Monona Terrace (e.g., lounge, restaurant, small meeting rooms).

Increasing the number of rooms will enhance our ability to book conventions, which cannot be accommodated by existing hotel inventory. Providing a name brand hotel with distinctive attributes, amenities and a large block of attractive hotel rooms to meeting planners and attendees will allow Monona Terrace to successfully compete for larger conventions that yield higher revenue per event.

For Monona Terrace's continued success we ask you to remain open to the analysis and recommendations presented that meet the needs of our current and future customers. We are confident, with your support, we will optimize the potential of Monona Terrace and the City of Madison will reap significant economic benefits for the entire community. These community benefits include increases in local employment, convention delegate and visitor spending, and room, real estate and sales tax revenues.

Thank you for your consideration.

cc: Monona Terrace Board