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May 5, 2015

Dear Board of Estimate Members:

With the receipt of four Judge Doyle Square proposals, we are anxious to participate in discussions that will help ensure this amazing opportunity in downtown Madison reaches its full potential for our downtown, our community and Monona Terrace.

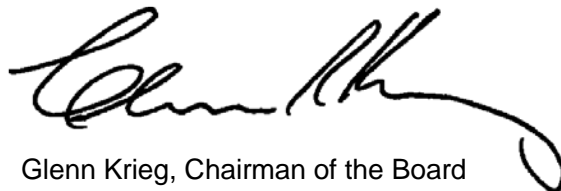
As you begin to review the proposals that have been submitted, we sincerely hope you will take into consideration the results of the professional studies that have been done, the hard work that has been invested by city staff, and the expertise and experience of the professionals in the convention and conference business. The expertise and data clearly identify the specific elements of the hotel portion of the project that are critical to helping ensure Monona Terrace can grow its vital convention business while continuing to be a valuable community asset for Madison. Specifically, we hope the Board will review each proposal with the goal of securing the following key elements:

- A block of rooms, ideally 250 or more, set aside to serve the demand for conventions and conferences at Monona Terrace;
- A name brand hotel that will meet the needs of convention planners and attendees;
- A national sales team and reservation system; and
- 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 that cannot currently be accommodated by existing hotel inventory. Providing meeting planners and their clientele with a name brand hotel with distinctive attributes, amenities and a large block of attractive hotel rooms 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 in order to meet the needs of our current and future customers. We are confident, with your support, we will be able to optimize the potential of Monona Terrace and the City of Madison will reap significant economic benefits including: increased revenue from direct spending by visitors, increased employment opportunities and additional revenue from room, real estate and sales taxes.

Thank you for your consideration.



Glenn Krieg, Chairman of the Board  
Monona Terrace Community and Convention Center

cc: George Austin  
Monona Terrace Board of Directors

ONE JOHN NOLEN DRIVE  
MADISON, WI 53703

TEL 608 261-4000  
FAX 608 261-4049  
TTY 711 (LOCAL)  
TTY 800 947-3529

[info@mononaterrace.com](mailto:info@mononaterrace.com)

[www.mononaterrace.com](http://www.mononaterrace.com)

