

From: [Tim Trotter](#)
To: [Finance](#)
Subject: Monona Terrace Funding
Date: Thursday, June 25, 2020 8:05:53 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
Importance: High

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Dear Room Tax Commission:

My name is Tim Trotter and I'm the Executive Director of the Dairy Business Association. I'm writing to implore you to please continue to make an important and substantial investment in Monona Terrace Community and Convention Center by funding this essential institution at current levels, adjusted for the shortfall. This is the most equitable solution during these times of financial hardship for all.

Monona Terrace has been the host of our Dairy Strong conference for the last 5 years and they truly live up to their mission of providing an exceptional and inspirational experience. We chose Monona Terrace for their well-maintained facility, professional staff, convenient location, exceptional food offerings, to name a few. Losing any of these would diminish my experience and the experience of our attendees who love coming to Monona Terrace year after year.

I know Monona Terrace has made drastic and unsustainable cuts to their operating budget as well as redeployed staff and they're using the entirety of their reserves. I'm concerned that any additional cuts to room tax funding will impact their ability to bring future events to Madison, which annually generate an average of \$33 million in economic impact from conventions and conferences. Also of concern is that they will not be able to service Dairy Strong in the manner that I have come to expect after so many years.

While the business landscape for meetings is bleak this year, it's the future events Monona Terrace is currently booking that will help lead the recovery of our local economy. And they can't generate this business, and maintain the building without a sufficient investment now.

Adequately funding Monona Terrace's future is a necessary investment for our local economy and community, but also the dairy industry. Please continue to fund this Madison icon at the current levels adjusted for the room tax shortfall so that it can continue to be a place where I want to host my events, a place where tourists want to come to visit, and a place where the community comes together.

Sincerely,

Tim Trotter

Tim Trotter | Executive Director

[Dairy Business Association](#) | [Edge Dairy Farmer Cooperative](#)

2763 Manitowoc Rd Ste B, Green Bay, WI 54311

(920) 634-6347 (C) | (920) 883-0020 X 101 (O)

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