

**From:** Blanc, Lynda <[lblanc@mge.com](mailto:lblanc@mge.com)>  
**Sent:** Tuesday, June 30, 2020 2:28 PM  
**To:** Finance <[finance@cityofmadison.com](mailto:finance@cityofmadison.com)>  
**Subject:** Do Not Reduce the Room Tax Distribution for Monona Terrace

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Commission Members,

I was deeply concerned to learn of the dramatic budget cuts that have already been made at Monona Terrace along with the redeployment of staff to other city agencies due to COVID-19. I am further concerned that if the room tax funding to Monona Terrace is cut that this could further impact staffing and cause the facility to defer upkeep and maintenance. Please fund Monona Terrace at the pre-determined levels with the unfortunate adjustments necessary due to the current room tax shortfall. In these unprecedented financial times this is the most equitable solution when there are so many financial hardships for all.

I am a Madison based planner who has enjoyed working with the professional staff at Monona Terrace for almost 20 years. We have hosted our Major Customer Council (MCC) meetings several times a year at this well maintained facility for many reasons including the exceptional staff, perfect location, and convenient parking. The first class service provided by Monona Catering along with the architectural significance of the building are bonuses which add to the experience. We are so fortunate to have this venue in Madison. Our repeat guests for our Major Customer Council meetings are local and they really look forward to having breakfast with us at Monona Terrace. Several years ago, when we had the opportunity to host the Midwest Mutual Assistance Conference, our one and only immediate choice was Monona Terrace to highlight our city for our out-of-state visitors. We were told by the following year's host that we set the bar too high!

Our next Major Customer Council meeting has been rescheduled twice due to COVID-19. We plan on returning to Monona Terrace as soon as safely possible and we are hoping that our April 2021 date will enable us to do so. We know Monona Terrace is looking out for the safety of our staff members and attendees and that we will need to adjust to a "new normal".

Adequately funding Monona Terrace's future is a necessary investment in our local economy and our community and I truly hope you will 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 naturally want to come to visit, and a place where the community gathers.

Lynda Blanc  
Corporate Travel & Meeting Planner  
Madison Gas and Electric  
133 South Blair Street  
Madison, WI 53788  
608/252-5662  
[lblanc@mge.com](mailto:lblanc@mge.com)