



Dear Room Tax Commission:

My name is Bonnie Oleson and I'm the Events Director for Mid-West Family Madison, a group of 8 radio stations based in Madison, WI. 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.

I've worked with Monona Terrace on several events over the past 5 years. I cannot express enough how much I enjoy working with all the people in sales, catering, AV, loading dock, set up crews and everyone else at Monona Terrace. They truly provide exceptional service and always make me feel like my event is the most important one in the facility, even when there are other things going on! When I started doing events in Madison, I held up Monona Terrace as the pinnacle of where I would like my events to be held. To my surprise, the exceptional service, amazing location, fantastic food, and outstanding people, was so much more affordable than I could have ever imagined. I am very concerned that any additional cuts to room tax funding will impact the service, employees and facility to the point where my events will not have the service or affordability our attendees have come to expect and enjoy.

While the event business in 2020 looks bleak, what event planners always do is look toward and plan for the future. I have already re-booked two of my events for 2021 at Monona Terrace, and I know others who have done the same. You cannot generate future business without sufficient investments now. Cutting funding will not solve a problem for 2020, it will create new problems for the years to come, not only for the building itself, but for the bookings and execution of future events.

As a member of the Madison community, event planner and someone who enjoys all of the amazing customer service that is provided by Monona Terrace, I implore you to continue to fund this Madison icon at the current levels, adjusted for the room tax shortfall. There are few places in Madison to hold amazing events, and I along with fellow event planners, would like Monona Terrace to be THE PLACE where I want to hold my events in the years to come.

Sincerely,

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