

Dear Room Tax Commission:

My name is Terese Bailey and I'm a Senior Outreach Specialist in the Office of Continuing Professional Development at the University of Wisconsin School of Medicine and Public Health. The views expressed in this letter are mine alone and do not necessarily reflect the view of the University of Wisconsin–Madison or the University of Wisconsin School of Medicine and Public Health.

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.

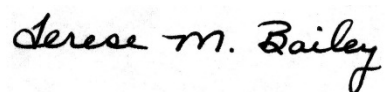
I've worked with Monona Terrace on numerous events over the years and they truly live up to their mission of providing an exceptional and inspirational experience. We chose Monona Terrace for several of our larger conferences for the well-maintained facility, state-of-the-art AV, thoughtful/competent/professional staff, convenient location, exceptional food offerings, and beautiful views. 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. Of concern is that they will not be able to service my events in the manner that I have come to expect after so many years of hosting my events there.

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. They are not able to generate this business and maintain the building without enough investment now.

Adequately funding Monona Terrace's future is a necessary investment in our local economy and our community. 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,

A handwritten signature in black ink that reads "Terese M. Bailey". The signature is written in a cursive, flowing style.

Terese M. Bailey