

**MONONA TERRACE COMMUNITY & CONVENTION CENTER
2010 YEAR-END PERFORMANCE REPORT**

Activity Measure	2008 Actual	2009 Actual	2010 Actual
Conventions*	33	28	26
Conferences*	49	40	36
Banquets	274	232	231
Meetings	237	195	206
Consumer Shows	15	12	19
Free Non-Profit Meetings	24	23	13
Free Community Programming Events	69	76	61
Entertainment Events	27	26	30
Total Events	728	632	622
Total Attendance at Events	217,946	189,100	213,451
Total Visitors (not including event attendees)	159,000	142,000	139,500
Total Attendees & Visitors	376,946	331,100	352,951
Number of Attendees & Visitors per Day	1,033	907	967
Number of Event Days	974	841	844
Average Attendance per Event	299	299	343
Number of Events in Building per Day	2	1.7	1.7
Number of International Events	14	4	3
Number of National Events	28	27	30
Number of Regional Events	19	12	16
Number of State Events	88	92	77
Number of Local Events	579	497	496
Number of Meals Served	136,911	112,031	111,178
Number of Guests Served at Receptions	88,693	57,757	57,749
Number of Guests Served at all Catered Functions	457,210	396,794	403,653
Pounds of Food Donated to Charity	7,500	4,100	6,507
Total Attendance of Tours	2,963	3,192	3,260
Volunteer Hours	1,324 hours	1,155 hours	1,193 hours
Interior Square Footage of Space Rented	13,794,041 sq. ft.	11,753,588 sq. ft.	12,710,782 sq. ft.
Exterior Square Footage of Space Rented	2,992,110 sq. ft.	3,061,140 sq. ft.	2,811,470 sq. ft.
Total Square Footage of Space Rented	16,786,151 sq. ft.	14,814,728 sq. ft.	15,522,252 sq. ft.
Percentage of Repeat Business	62%	69%	65%
Willingness to Return	98%	99%	98%
Overall Customer Satisfaction Rating	97%	97%	96%
Attendance at Conventions & Conferences	42,090	32,309	40,901
Economic Impact from Conventions and Conferences	\$38,525,000**	\$33,314,662**	\$37,630,656**

Note:

* Conventions are multi-space/multi-day business with peak room nights of 151 or greater, and/or total room nights of 500 or greater. Conferences have peak room nights of between 50 and 150 and total room nights of 499 or less.

** As calculated by Baker Tilly (formerly Virchow, Krause & Company, LLP) using the average spending per convention delegate, based on both peak room nights and attendance, as determined by the Destination Marketing Association International, and adjusted for the Madison area.