



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

April 18, 2024

A. Administration:

- Staff is finalizing individual departmental strategic planning. We hope to begin quarterly report outs at the end of quarter 3.
- The revised market and impact study by HVS Consulting have been completed. HVS will be presenting their updates at the May 16th Board meeting.

B. Operations:

- Red tiles are on order for Olin Terrace walkway. In addition, a concrete pad will be added to the garden square on the walkway to make mounting the art sculptures easier.
- John Mahon is refinishing the wooden seat backs for select chairs in the Lecture Hall. The work should be completed by mid-April.
- The cooling plant maintenance and seasonal readiness is completed. The new chiller achieved through a grant process, is in place with all mechanical and electrical connections made. Final testing and startup is scheduled for late April.
- Operations and custodial staff have been busy training the ten new hourly employees.

C. Community Relations:

- The new **Lakeside Dance Lab** (18+) series concluded in March with Power Dance and Salsa! DJ Francis Medrano (of Dane Dances!) led the Power Dance workshop on Friday, March at 6 pm with a total attendance of 126 people. Then on Friday, March 22, poor weather conditions impacted attendance of a previously sold-out event. The instructor Luis Armacanqui kept it lively for the 96 in attendance. The dance series had a total attendance of 505 people, with an average attendance of 126 people at each lab.
- **Yoga Core** continues as a hybrid event on Tuesdays and Fridays at noon. Total attendance for March was 554, with an in-person attendance of 116 and online attendance of 328. The series is sponsored by Friends of Monona Terrace.
- **Meditation at Monona Terrace** continues online only, Thursdays at noon until May 16. Total attendance for March was 204 people. The series is sponsored by Friends of Monona Terrace.
- This year's **Terrace Town** held March 15-16 was the first since 2020 (due to

the pandemic the event was cancelled in 2022). There were 750 students from 12 elementary schools in Madison, Middleton, Verona and Sun Prairie who participated in the program and built sustainably focused box cities. While schools were onsite to install their cities, they were also able to provide input to the Lake Monona Waterfront project by drawing what they wanted to see in the Law Park Ledge section.

- Over 1,100 people attended the **Terrace Town** public open house on Saturday, March 16. Our partners at the event presented family friendly hands-on activities. The partners include American Institute of Architects Wisconsin, WI Chapter of American Society of Landscape Architects, Society of Women Engineers UW Madison, and Frank Lloyd Wright Foundation.
- Tours were provided in March to Monticello Middle School and Pecatonica Middle School.

D. Gift Shop:

- The Gift Shop offered a coupon to the MPI group while visiting Monona Terrace in March.
- Staff attended the latest meeting for products and merchandising with the Frank Lloyd Wright Foundation. There are several new products coming out including jewelry, clocks, and kitchenware, which the Gift Shop plans to stock for 2024.
- The Gift Shop has some new artisan jewelry items for springtime, including:



Artist: Barbie Levy
Company: Barb Wire
Materials: silver wire, glass beads



Artist: Jonathan Leon
Company: Lolipop Glass Jewelry
Materials hand blown glass

E. Sales and Marketing:

- The March booking pace report is attached.
- Monona Terrace's current Booking Coordinator, Kara Noah, is retiring in June after 25 years of service with Monona Terrace. After an internal interview process, Karen Cator was promoted from Booking Assistant to Booking Coordinator. The overlap between Karen's start and Kara's retirement will allow for maximum opportunity to train and learn from 25 years of experience and excellent work.
- Monona Terrace was represented by the sales team at the following industry event: Meeting Professionals International-Wisconsin Chapter (MPI-WI) was hosted on March 7 by Monona Terrace. It was an opportunity to show off the new carpet and other building improvements completed back in January. A group of over 50 people, both meeting planners and suppliers (like hotels, centers) attended to listen to noted hospitality attorney, Tyra Warner, PhD, JD, CMP-Chair of the Department of Hospitality, Tourism and Culinary Arts College of Coastal Carolina speak on the topic of "Addressing Those "Uh-Oh" Situations in Your Contracts." Monona Catering exceeded expectations by presenting amazing food and beverage to this group and the speaker delivered excellent information and stories that were pertinent to all attendees. MPI-WI meets at locations around the state and members actively increase their knowledge through strategic resources for career and leadership development, networking, and educational conferences and meetings like this one. In addition, staff attended DMI New Faces New Places.
- Staff continues to work the State of WI discussing the parking ramp project phases and impacts to clients and guests.

- **Women in Focus** will be returning to Monona Terrace (no event in 2024 because of renovation) in January 2025 for their “I Have a Dream Ball” (14th year). Also returning is the UW All Colleague Conference hosted by the **UW-Madison Division of Extension**. This is their second event here. Their event brings their staff together from across Wisconsin to share moments of learning, celebration, and connection.
- A new event called the “Panhellenic Primary Recruitment” hosted by the **Panhellenic Association**, has booked. This is an association deals with fraternities and sororities at the UW. The website says this about the event: *“This mutual selection process is coordinated by the council officers and is designed to allow chapters the opportunity to meet interested women and for potential new members to have the opportunity to meet all of our chapters that participate in Primary Recruitment. At the start of Primary Recruitment, you will meet your Recruitment Counselor or “RC.” Recruitment Counselors are current students and members of one of our Panhellenic chapters. During the process, they support you from a neutral stance, ask and answer questions you may have, and serve as your main contact throughout Primary Recruitment.”*
- Below is a summary of all other events booked in March:

Repeat	New	Weddings
23	2	2

F. **Event Services:**

- Here is a summary of the events contracted (definite status) or under contract (pending status.) The attendance figures noted are preliminary numbers and will most likely change.
- April Total events = 51 (1 pending)
 - 19 Meetings
 - 20 Banquets
 - 3 Conventions
 - 4 Conferences
 - 5 Entertainment
 - Events of Note:
 - Islamic Center of Madison, 1,000
 - Evening with Ezra Klein, 1,000
- May Total events = 42 (1 pending)
 - 10 Meetings
 - 18 Banquets
 - 5 Conventions
 - 6 Conferences
 - 1 Consumer

- 1 Community Use
- 1 Entertainment
- Events of Note:
 - InterActivity 2024, 900
 - ACD Gamesday 2024, 550
 - Children & Nature Network 2024, 700
 - UW Law School Hooding Ceremony 2,000
 - UW-Madison Economics Department Graduation Celebration, 1,400
- June Total events = 28 (2 pending)
 - 5 Meetings
 - 17 Banquets
 - 3 Conventions
 - 1 Conferences
 - 2 Entertainment
 - Events of Note:
 - ASLO 2024 Summer Meeting, 900
 - 2024 American Astronomical Society AAS Meeting, 750
 - 2024 NSMMS & CRASTE, 600
 - iForward Graduation 2024, 1,000

G. Business Office / Human Resources

- March finances will be discussed at the board meeting.