



MONONA
TERRACE

MONONA TERRACE COMMUNITY AND CONVENTION CENTER

ONE JOHN NOLEN DRIVE MADISON, WI 53703 TEL 608 261-4000 FAX 608 261-4049

REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

February 20, 2014

A. Renovation:

- The vast majority of renovation projects were completed on time and within budget. The aprons below the sinks in the restrooms and the rooftop furniture are the only items of major importance that are yet to be completed. The process of refining the implementation and utilization of the improvements will occur over the next few months.

B. Operations:

- The following renovation projects have been completed: refinishing of dance floors, equipment upgrading, organizing, cleaning, storage relocation, and building detail cleaning.
- Employee engagement focus groups are being conducted and training is being planned to address findings.
- The strategic planning review process is being planned.

C. Community Relations:

- Misty Lohrentz successfully completed the second and final year of Event Management School at Oglebay in Wheeling, West Virginia. Upon completing the program, she has earned the designation of Certified Festival and Event Associate, CFEA.
- Lunchtime Yoga kicked off with an event attendance of 60 people on one of the coldest days of the year. The program is held Mondays & Thursdays from 12 noon-12:45pm in the Community Terrace.
- The *Reflections: Madison* exhibit opened with overwhelming success. The photo/poetry exhibit on level 4 east features works by local artists showcasing some of the most iconic places and events that Madison has to offer. The goal of the exhibit is to entice visitors to Monona Terrace to explore our great city.
- The exhibit "Beyond the Drawing Board: The Journey of Frank Lloyd Wright's Monona Terrace" opened on February 2. The exhibit tells the story of the Monona Terrace project and features two Frank Lloyd Wright-designed chairs and a china set, audio of the architect, interactive components and video.

- Terrace Town will occur February 28-March 1. Sixteen local schools will display model scale cities they have designed and constructed out of recyclable materials. The public event will feature family activities, including those presented by Madison Children's Museum and American Institute of Architects Wisconsin.
- The first Wright Design Series lecture of the season was presented on February 6 by Cedarburg, WI architect Tom Kubala. He spoke about the tradition of organic architecture and his work on the addition to the Wright-designed Unitarian Meeting House.

D. Gift Shop:

- The annual Holiday Sale in December has concluded. There were two holiday ads in the Neighbors edition from the Wisconsin State Journal. The State Journal also asked to feature Monona Terrace in their annual *Holiday Gift Giving Guide*, which was a tremendous boost to sales.
- While the building was closed for renovations, staff completed inventory for 2013.
- Both hardware and software for the store's Counterpoint - Point of Sale System have been upgraded.
- Caitlin Thompson, a Gift Shop hourly employee, was hired to fill the 75% Gift Shop Sales Clerk position. She has already shown herself to be a reliable employee, so it a great pleasure to have her accept this new position.
- Lisa is working directly with the Frank Lloyd Wright Foundation to design some new products for the Gift Shop this year. The current focus is on a new t-shirt.

E. Sales and Marketing:

- The January booking pace report is attached.
- Staff worked with the Hiebing Ad Agency on a daylong photo shoot of several Monona Terrace spaces. The photos will be used for various marketing purposes including print ads that highlight the renovation of Monona Terrace.
- The series of new promotional videos for Monona Terrace has been finalized. The longer version with voice-over and customer testimonials is now posted to the Monona Terrace web site.
- Staff attended the Madison Magazine and WISC-TV sponsored "Best of Madison Business Awards" on January 30th to network and show support for this event occurring at Monona Terrace. About 300 people attended the event and it provided an excellent opportunity for a cross-section of leaders from our community to see the post-renovation MT.

- Monona Terrace was represented by the sales team at the following networking events and meetings: DMI New Faces New Places, SMBA Annual Business Expo, Business Professionals Networking, Meeting Professional International monthly meeting, Sustain Dane Quarterly meeting, and the MPower meeting.
- Appreciation for their loyalty and continued business is extended to the Wisconsin Technology council for their 12th year of the WI Early Stage Symposium. Two other groups return for their 4th visits: the Urban League with the 2014 Workplace Diversity and Leadership Summit and Affiliated Engineers holding their holiday party this December.
- Below is a summary of all other events booked in the month of January:

Repeat Events	New Events	Weddings
15	6	11

F. Event Services:

- UPCOMING EVENTS:

Feb. 12-13	WEDA 2014 Governor's Conference on Economic Development	400 ppl
Feb. 18-20	Wisconsin School Counselor Association (WSCA) Annual Conference	1100 ppl
Mar. 5-7	National Academic Advising Association (NACADA) Region V Conference	350 ppl
Mar. 8-9	2014 Gymfinity Invitational	600 ppl
Mar. 13-14	Total Administrative Services Corporation (TASC) 2014 Annual Meeting	410 ppl
Mar. 17-19	2014 World Championship Cheese Contest	300 ppl
Mar. 21-22	Mary Kay Career Conference 2014	1500 ppl
Mar. 27-29	WPC 15 (The Matrix Center for the Advancement of Social Equity and Inclusion)	2400 ppl
April 10-11	2014 Pharmacy Society of Wisconsin Educational Conference	475 ppl
April 12-13	Pokemon Regional Competition	800 ppl
May 1-2	WiscNet Future Technology Conference	350 ppl
May 7-9	AIA Wisconsin 2014 Convention & Expo	2000 ppl

May 18-20	Midwest ACAC Conference (WI Association for College Admissions Counseling)	600 ppl
May 23-24	Spring Twilight 10K & Half Marathon	4500 ppl

G. Business Office / Human Resources

- January Financials will be discussed at the Board Meeting.
- 2013 Year-End Financial Results will be presented

H. Catering

- **2013 Revenue:** Year-end total revenue was \$7,282,608 (pre-audit), 10.25% up from 2012 revenue of \$6,605,422. This was a record setting year with four record setting months of April, June, August, and October.

- **2013 Services:**

- Hospitality (coffee breaks) 139,364 guests
- Meals (breakfast, lunch, dinner) 118,246 guests
- Receptions 71,891 guests
- Total Services (includes all misc.) 458,582 guests
- 10,067 pounds (5.03 tons) of food donated to Salvation Army and like organizations
- 62,625 pounds (31.3 tons) of pre-consumer composting diverted from waste stream

- **Lake Vista Café:** Nice weather conditions, along with a very successful concert season resulted in another successful season. The season finished with \$156,895 in sales, which was approximately 9% up from 2012.

LVC guest comment card averages were very good to excellent with overall staff service satisfaction rated at 98.7% and overall food satisfaction and value rated at 97%. LVC will reopen in May 2014.

- **2014 Projections:** Revenue is estimated at \$6,500,000 with the highest months projected to be May, June, August, and October. The trend of a less conservative approach to food and beverage purchases is growing, which increased the 2013 average per service and contributed to the 2013 growth. If this continues, we should exceed the current estimated sales for 2014.
- **2014 Marketing Activities:** The following is a snapshot of some of Monona Catering's 2014 marketing activities:
 - MT Client Appreciation/Networking Events
 - Terrace Town
 - MPI

- GMCVB - Client Cultivation Events
- MT Sales Blitz
- MT/MC Team Development Day
- Sustain Dane
- Dane Dances Volunteer Event
- United Way Combined Campaign
- UW Souper (sic) Bowl for Habitat for Humanity
- UW Student Blood Drive

- **New Services:** In cooperation with Monona Terrace, several Wedding Packages were developed to simplify the planning process for the non-professional wedding planner and rolled out in 2013. The packages ranged from an all inclusive Premium Package to a Basic Service Package. The result was very successful with 50% of all weddings purchasing a package for their catering needs. The packages have been continued for 2014.



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BOOKING PACE AS OF 1/31/14

DEFINITE	2013	2014	2015	2016	2017	2018	Total	Δ Last Month
Convention	28	25	21	11	6	2	65	2
Conference	34	23	9	0	0	0	32	0
Banquet	163	154	0	0	0	0	154	15
Meeting	95	93	0	0	0	0	93	18
Consumer Show	17	18	3	1	0	0	22	1
Entertainment Event	78	78	0	0	0	0	78	17
DEFINITE TOTAL	415	391	33	12	6	2	444	53
% Δ Last Year		-6%						

PENDING	2014	2015	2016	2017	2018	Total
Convention	0	2	1	0	0	3
Conference	0	3	0	0	0	3
Banquet	8	0	0	0	0	8
Meeting	11	1	0	0	0	12
Consumer Show	0	0	0	0	0	0
Entertainment Event	1	0	0	0	0	1
PENDING TOTAL	20	6	1	0	0	27

TENTATIVE	2014	2015	2016	2017	2018	Total
Convention	3	12	11	14	17	57
Conference	2	10	5	1	0	18
Banquet	12	34	1	0	0	47
Meeting	13	10	0	0	0	23
Consumer Show	0	9	3	3	2	17
Entertainment Event	28	20	1	1	0	50
TENTATIVE TOTAL	58	95	21	19	19	212