



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

August 20, 2020

A. Administration:

- Staff continues work on Global Biorisk Advisory Council (GBAC) Star Certification. A template pioneered by other, now certified, convention centers is available to International Association of Venue Management (IAVM) members, and staff is working on Monona Terrace's application using that template as a guide.

B. Operations:

- Maintenance staff is making repairs to the east side irrigation in August.
- Maintenance is putting the final touches on the "returning to service" documentation for the gardening volunteers.
- Some annual plantings were added to the rooftop planters to help fill them out and add color.
- Otis elevator has chosen to not renew their elevator and escalator contract. Monona Terrace is working with City Purchasing to get this facilities elevators added to the citywide elevator maintenance contract. As the only location with escalators, Monona Terrace will need to solicit separate escalator maintenance contract quotes.
- The maintenance department was able to save over \$3000 on the bike elevator's air conditioning repair, by doing it in-house.
- Custodial staff is now scheduled to keep the east side rooftop restroom cleaned and disinfected hourly, so that the bathroom can be open to the public during the Lake Vista Café's operating hours (Thurs-Sun 11am-4pm).
- Operations staff will continue to be redeployed until October - November
- All appropriate handwashing and social distancing signage is in place for reopening.
- Staff continues to disinfect all touch points in the facility twice a daily.

C. Community Relations:

- Virtual Meditation at Monona Terrace is slated to continue through the year, given the popularity during these times. Our average attendance for the weekly Wednesday series in July was 129 people, with a total attendance for July of 644 people.

- The Lakeside Kids! series went virtual this year, with support from a grant from Dane Arts. New this year we partnered with Overture's Kids on the Rotunda who helped to promote the program with us and created an activity sheet to accompany each program. Programs for July included Dance, Fight, Sing: The Art of Capoeira which had 147 people in attendance, The Wisconsin Dells Singers and Dance Troop (101 kids tuned in) and The Physics Experience had 107 logins.
- Monona Terrace was the subject of Virtual Wright Design Series on July 14. Tourism Coordinator Heather Sabin presented, "The Monona Terrace Story," with 112 people in attendance.
- Wisconsin Dept of Tourism and Frank Lloyd Wright Trail sites met virtually on July 27. A new app will be unveiled in 2021 that features information about each of our sites, with navigation and the ability to save and share photos. Most Frank Lloyd Wright trail sites in the state are currently closed, and don't currently have a reopening date.
- Staff are working to produce new fall programming, including an architectural discovery series called "Design Discoveries."
- Recent press mentions and accolades include a nice photo and mention in Apartment Therapy, a popular online website and social brand for modern enthusiasts. The article was entitled "You'd be Surprised How Much Stunning Architecture This State Has." Staff is excited to promote on social media Monona Terrace's 2020 Prime Site Award of Excellence from *Facilities and Destination Magazine*. And staff just produced a new wedding video to showcase our "Let us Orchestrate Your Incredible" campaign.

D. Gift Shop:

- The remainder of the new fixtures and slat wall, purchased at the end of 2019, are now assembled and placed into the store.
- The Gift Shop remains closed to the public and will be open when suitable for booked events in the building.
- Website sales are still in operation, including some curbside pickup orders. Sales continue coming in each week, although slower than usual.
- Staff is collaborating with the Frank Lloyd Wright Foundation and the Museums Store Association on plans for reopening.
- The Gift Shop Manager is continuing on a variety of projects during the closure. Projects include website editing, inventory management, file digitizing, data entry, file clean up, and instruction manual and training material development, among other things.

E. Sales and Marketing:

- The July booking pace report is attached.
- The Monona Terrace Event Booking Assistance Fund Advisory Committee met via Zoom on July 21. Two conventions (2023 & 2024) for American Society of Animal Science Midwest Section Meeting were approved for \$16,500 each (total of \$33,000). Estimated total direct spending for the pair is \$1,503,597. Total funding of \$100,500 for two previously approved

conventions was sanctioned to roll forward to new dates under consideration due to COVID. One is moving from 2020 to 2026, and the other is moving from 2023 or 2024 to 2025. Total direct spending for these two groups is estimated at \$2,405,585.

- Staff spent considerable time working on various expense and revenue scenarios for the 2021 MT Operating Budget.
- Monona Terrace was represented by the sales team at the following virtual networking functions and other industry events: DMI: New Faces New Places, DMI: Behind the Scenes, PCMA Webinar called “Keeping Everyone Safe When we Return to Face-to-Face,” AFP Membership Meeting, IAVM Town Hall for Convention Centers, Madison Chamber of Commerce Lunch Update, National Assn. of Wedding Professionals Marketing and Advertising for Weddings.
- Staff attended the “Equitable Hiring Tool” training webinar put on by the City of Madison.
- The **Central States Water Environment Association, Inc.** (CSWEA) will be back again next year after their April 2020 annual event was cancelled due to COVID-19. They have booked their Education Seminar for April 12-13, 2021. This will be their twentieth Education Seminar event since 2000. Also returning after a brief hiatus is the **Wisconsin Petroleum Marketers & Convenience Store Association (WPMCA)**. They are returning in 2021 for their Legislative Day. They were last with us in 2016. A welcome is extended to new client, **WI Motor Carriers Association**. They’ve optimistically booked their conference here this September, 2020. They expect 100 or less to attend.
- Below is a summary of all other events booked in the month of July:

Repeat	New	Weddings	COVID-19 Rebook*
11	3	5	11

*Events that had been previously confirmed/definite, but moved to a new date due to COVID-19

F. Event Services:

- Status report on August, September and October events:
- Public Health Madison & Dane County’s Emergency Order #8 is in effect. Mass gatherings are limited to 25 people outdoors and 10 people indoors.
- For some of the events listed below, we will need to move to Phase 1, 2, or 3 of the Forward Dane plan for the events to be held due to the number of attendees. For events with more than 100 people, we will need to be in the “new normal.”

<i>Emergency Order # 8</i>	<i>Phase 1</i>	<i>Phase 2</i>	<i>Phase 3</i>	<i>New Normal</i>
<i>Indoor Cap</i>	10	50	50	100
<i>Outdoor Cap</i>	25	50	100	250

- **August:** Five (5) definite events are on the calendar
 - Three (3) outdoor wedding ceremonies or receptions, 25 people
 - One (1) civic function (polling place)
 - One (1) outdoor rehearsal dinner, 30 people (Phase 1 required)
- **September:** Eight (8) definite events are currently on the calendar
 - One (1) meeting, 20 people - (ten guests will attend remotely if we are not in Phase 1)
 - One (1) outdoor wedding reception, 25 people
 - One (1) conference, 100 people (Phase 3 required)
 - Five (5) events, 101 or more people ("New Normal" phase required)
- **October:** Five (5) definite events and two (2) pending events are currently on the calendar
 - One (1) definite wedding reception, 80 people (Phase 3 required)
 - Four (4) definite events, 101 or more people ("New Normal" required)
 - One (1) pending private dinner, 10 people
 - One (1) pending UW event, 68 (Phase 3 required)

G. Business Office / Human Resources

- July's finances will be discussed at the board meeting.