



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 21, 2014

A. Operations:

- The following maintenance projects were completed during the maintenance days shut down:
 - Eight air handling units had the sheaves and belts replaced
 - Ceilings around the supply vents were cleaned
 - Ice Machines were cleaned
 - Repairs were made to the fire alarms
 - Maintenance was done on the sprinkler system
 - HVAC controls were repaired
 - Exhaust vents cleaned in the kitchen
- Approximately 20 operations department and other staff recently completed AED (defibrillator) and CPR training.
- A Quick Reference Emergency Plan was completed and distributed to all Monona Terrace staff. This includes first aid/AED locations, fire response, severe weather, power loss and other emergency response instructions in a compact reference guide.
- The operations department is in the process of recruiting for the Guest Services Assistant position (Greeter).

B. Community Relations:

- Concerts on the Rooftop:
 - Total attendance reached 13,182 over the course of five concerts (one cancellation), giving us an average of 2,636ppl per concert.
- Lakeside Kids!:
 - Total attendance reached 2,838ppl over the course of six events, giving us an average of 473ppl per event.

- Monona Terrace produced its first social media contest. The #MyMononaTerrace Instagram contest was met with great success resulting in over 300 new Facebook likes and more than 100 new Instagram followers. In addition, more than a dozen local businesses donated prizes for a gift basket valued at over \$500 and/or served as judges for the competition, supporting ongoing Monona Terrace community partnership development initiatives. The grand prize of the Madison Gift Basket was awarded to Jess0375 for her double handstand submission.
<http://instagram.com/p/phvzQMR5J2/>
- Monona Terrace generously supported a food drive led by Platinum Sponsor Mini Cooper who collected items at the July Concerts on the Rooftop. MT staff brought 10 bags of canned and boxed food items for the cause! Items went to Fritz's Food Shelter at Goodman Community Center.
- In July, tours were provided to Senior Summer School, Friendship Force, Oak Brook Park District and Madison English as a Second Language School.
- Staff is exploring the feasibility of a Maker Faire event at Monona Terrace, and is talking to Maker communities in Madison and other locations to begin planning.
- Staff is developing tour specialty offerings, including a wine and cheese tour, Frank Lloyd Wright tour and gallery tour.
- Staff attended the Architecture+Design Education Network in Bloomfield Hills, Michigan. Presentations provided new ideas in programming for youth and adults.

C. Gift Shop:

- Two more team members have been hired—Lynn Martin and Jodi Tessmann.
- A few new products came in for July including cheese, prints and videos about Frank Lloyd Wright.
- Inscribed Monona Terrace Rooftop and Olin Terrace tile sales did well. All tiles that were purchased before August 1st will be installed this fall. Tiles are still available for purchase both in the Gift Shop and on the Gift Shop website. There is a link to the tiles on the front page of the Gift Shop website at: www.mononaterracegiftshop.com. The tiles purchased after August 1st will be scheduled for installation in the spring of 2015. The total sales for the first several months is over \$10,000.

D. Sales and Marketing:

- The July booking pace report is attached.
- The Monona Terrace Event Booking Assistance Fund Advisory Committee met on July 8th. Requests for \$20,000 in assistance funding were approved for two conventions with total estimated direct spending of \$826,800.

- Staff assisted with image requests from a production company working on behalf of the Edgewater Hotel and from Strand Associates, Inc. Edgewater is looking for images of Madison’s places for their media wall and interactive touch table in their café. Strand produces a calendar as a client give-away featuring local landmarks from each of their office locations.
- Senior staff worked with both MT and MC senior managers to explore possible Vision Statements for Monona Terrace. A draft statement was agreed upon and presented to the all managers group for comments.
- Staff is working with a vendor to create a Google Tour of Monona Terrace. The end product will be a high quality virtual tour of Monona Terrace that allows the user to navigate throughout much of the building, and see panoramic 360-degree views of the hallways and spaces both inside and outside.
- Monona Terrace was represented by the sales team at the following networking events: SMBA Monthly Networking, DMI New Faces & New Places, Business Professionals event, Madison City Bridal Expo, YWCA Mission Impact Event, WI Bride “Best Of” Reception, Latino Chamber of Commerce event.
- In terms of repeat events that should be recognized for their loyalty, thanks go to TREK Bicycle for rebooking their convention in 2017. They have been meeting here since 2000. Appreciation is also extended to the organizers of the Mike and Jessica McCarthy benefit. June of 2015 will be the 5th time they have hosted this event at Monona Terrace.
- Below is a summary of all other events booked in the month of July:

Repeat Events	New Events	Weddings
27	7	11

E. Event Services:

- **UPCOMING EVENTS:**
- | | | |
|-------------|--|---------------|
| Aug. 12-14 | Conference on Distance Teaching & Learning 2014 | 800 ppl |
| Aug. 20-24 | Parts Unlimited & Drag Specialties Showcase 2014 | 500 ppl |
| Sept. 4-8 | Ironman Wisconsin 2014 | 2600 athletes |
| Sept. 18 | Greater Madison Chamber of Commerce 62 nd Annual Dinner | 1000 ppl |
| Sept. 22-24 | American Family Mutual Insurance Company Field Management Conference | 350 ppl |
| Oct. 6-8 | Glassroots Art Show | 1400 ppl |

Oct. 15-17	Wisconsin State SHRM Conference 2014 (Society for Human Resource Management)	700 ppl
Oct. 21-23	PDS 2014 Technology Conference	750 ppl
Oct. 29-31	Wisconsin State Music Conference	1300 ppl

F. Business Office / Human Resources

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

G. Catering

- **Revenue:** The first half of the year ended with revenues of \$2,892,226 (pre-audit), 1.4% down from the same period in 2013. Long range projections are on track to finish 2014 approximately 6.5% below 2013 at around \$6.8 million in sales.
- **Services for Q1-Q2:**
 - Hospitality (coffee breaks) 54,967 guests
 - Meals (breakfast, lunch, dinner) 50,690 guests
 - Receptions 34,656 guests
 - Total Services (includes all misc.) 199,335 guests
- **Lake Vista Café:** The Lake Vista Café opened for the season on May 13, 2014. Weather conditions have been mostly good with moderate temperatures. At the end of June, year-to-date sales were 36% ahead of 2013 at approximately \$64,000.

LVC year-to-date guest comment card averages have been exceptional with overall staff service satisfaction rated at 98% and overall food satisfaction rated at 96%.

- **Marketing and Donations:** During Q1-Q2 Monona Catering donated goods/services to: UW Habitat for Humanity Souper Bowl; CASA; Wisconsin Public Television; Terrace Town; Art Fair Off the Square; GMCVB Fam Tours; MT Sales Blitz; and 2014 Menu Showcases for Wedding Clients

In addition to the donations to local pantries/shelters of more than 2600 pounds of useable food during Q1-Q2, Monona Catering diverted approximately 12,000 pounds of pre-consumer food waste to composting.