



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 15, 2024

A. Administration:

- The building was closed to the public from January 9-26 for renovation projects. During this time, administration staff worked with maintenance to assist in scheduling, coordinating, and tracking the projects.

B. Operations:

- The most extensive project was the carpet replacement. Sergenian's completed replacement of all carpet except the lakeside commons on level 1 and the skywalk. They will be returning in February and March to complete these areas.
- Other renovation projects included painting the walls and resurfacing the floor in the Catering kitchen and hallway. Replacement of the wall fin panels on the radiators found on levels one, two and four. The main entrance tiles on levels three-five were regouted and sealed. The eastside level four rotunda was professionally painted and furniture in the Dane and Wisconsin rooms was refinished.
- While vendors worked on renovations, Operations staff worked on a variety of projects to clean, organize, and refresh the building. They were able to replace many of the wheels on the building's carts that were old and worn. They detail cleaned equipment including tables, coat racks, and rope/stanchion. Custodial staff performed detail cleaning of the elevators, escalators, bathrooms and newly carpeted areas.

C. Community Relations:

- The winter/spring session of Meditation at Monona Terrace is held virtually on Thursdays, January 11-May 16 at noon. Total attendance for January was 283, an average of 94 per session. The series is sponsored by Friends of Monona Terrace.
- "Mindfulness, Stress and Social Connection" was the topic of the latest Wellness Talk with John Dunne of UW's Center for Healthy Minds on January 16 at noon. The event was in partnership with Badger Talks. 287 people attended virtually.
- Family Winter Prom in partnership with Madison Parks was held on Saturday, January 27, 6-8 pm. Music was provided by DJ Pain 1, there were fun crafts, cupcakes baked and donated by Monona Catering, and a family photo station. It was a fun night for all with 400 people in attendance.

- Terrace Town program planning work continues, with the upcoming events at Monona Terrace March 15-16. For the public day this year, we have a robust offering of hands-on activities presented by partners American Institute of Architects Wisconsin, Society of Women Engineers, and Wisconsin Chapter American Society of Landscape Architects.
- Tours and programs were suspended through the January closure for renovations.

D. Gift Shop:

- The Gift Shop Team worked on inventory during the building closure. In addition, they devoted time to organizational and cleaning projects in the shop and the storerooms.
- Staff attended a recent meeting with the Frank Lloyd Wright Foundation to discuss new and upcoming product development for 2024 and beyond. The manager is also in process of meetings with several new vendor reps to assess new items for the shop. The Foundation decided to not renew merchandising licenses for several previous vendors, so it's time to reassess these product lines in connection to the changes.

E. Sales and Marketing:

- The January booking pace report is attached.
- Monona Terrace was represented by the sales team at the following virtual networking functions, trainings, and other industry events: AFP Board Meeting, APF Roundtable, MPI March Education Team Meeting, MPI Monthly Meeting.
- Staff continues attending meetings with the State of WI discussing the parking ramp project phases.
- **Wisconsin Digital Government Summit** from e.Republic, LLC will be returning December of 2024. They have been hosting this meeting here since 2011. Also returning is the **16th Annual Black Women's Wellness Day** taking place on September 28, 2024. They met here last year for the first time after previously having met at another Madison location. It's exciting to have both groups back.
- A new event coming here is the **Wisconsin Vintage Fest** taking place in March of 2024. This event made its debut at the Fiserv Forum so it will be nice to have them here in Madison and show off Monona Terrace. *Wisconsin Vintage Fest was founded in early 2023 "with the vision of providing an outlet for shoppers and vendors to share nostalgia," shop more sustainably and express their individuality."*
- Below is a summary of all other events booked in January:

Repeat	New	Weddings
25	5	2

F. Event Services:

Here is a summary of the events contracted (definite status) or under contract (pending status) for February, March and April. The attendance figures noted are preliminary numbers and will most likely change.

- February Total events = 30 (all definite)
 - 14 Meetings
 - 8 Banquets
 - 2 Conventions
 - 2 Conferences
 - 3 Entertainment
 - 1 Consumer Show
 - Events of Note:
 - Chosen Few Fighting Championships, 1,000
 - Dairy-Aire Gymnastics Invitational, 4,000
 - Madison Build, Remodel & Landscape Show, 4,000
- March Total events = 20 (all definite)
 - 6 Meetings
 - 7 Banquets
 - 1 Convention
 - 2 Conferences
 - 2 Entertainment
 - 2 Consumer Shows
 - Events of Note:
 - Wisconsin Vintage Fest, 4,000
 - World Championship Cheese Contest, 600
 - ASAS (American Society of Animal Science) Midwest Section Annual Meeting, 1,200
 - Wisconsin Hospital Association Advocacy Day, 900
 - Q106 Storytellers Concert, 970

- April Total events = 46 (42 definite, 4 pending)
 - 15 Meetings
 - 19 Banquets
 - 3 Conventions
 - 4 Conferences
 - 5 Entertainment
 - Events of Note:
 - Islamic Center of Madison, 1,000

G. Business Office / Human Resources

- December and preliminary year end financials will be discussed at the board meeting.
- Staff conducted interviews and successfully hired a new Event Services Manager (Jeanne Pluemer) who starts on February 19th. After more than 23 years of service Margaret (Meg) Statz is retiring in May. There will be a 90 day overlap between Meg and Jeanne for training and transfer of institutional knowledge.
- Staff has been working with City HR on the hiring process for the Sales Associate to replace Amanda Wilkins who relocated for her spouse's job. Interviews will take place on February 22nd with hopes to have someone in place shortly thereafter.
- Staff has also been working with City HR on the recruitment process for the Booking Coordinator position. After 25 years of service the incumbent (Kara Noah) will retire in early June so having a 90 day overlap with the new hire is important for training and transfer of institutional knowledge.

H. Catering

- 2023 was a good year for events, and the number of attendees increased over the past few years. Monona Catering's revenue for the year was \$6,842,495 which was an increase of 21.4% higher than the 2022 revenue of \$5,634,466.
- THE 2023 SERVICES WERE:
 - Hospitality (coffee breaks) 103,816 guests
 - Meals (breakfast, lunch, dinner) 77,932 guests
 - Receptions 67,313 guests
 - Total Services (including all misc.) 349,734 guests
- Monona Catering donated approximately 7654 pounds (3.8 tons) to local shelters.

- Approximately 43,563 pounds (21.8 tons) of pre-consumer waste was diverted from the local landfills through the composting program. From a greenhouse gas equivalency standpoint, these composting efforts are equivalent to 287 urban tree seedlings grown for 10 years.
- The Lake Vista Café season began on May 16th and ran through September 24th. The Cafe had a great summer. The Monona Catering Culinary team introduced new items such as the Greek Olive Pasta Salad, and the Cauliflower Shawarma Taco entrée. The Hummus Plate and Fish Tacos are still the signature items and are requested frequently by loyal customers. The total revenue for the café was \$153,481.10. The highest record for sales was back in 2017, with a total of \$224,722.66.
- Monona Catering participated in several marketing activities throughout the year, which include Client and Wedding Menu tastings, the Summer and Winter client appreciation events, and the United Way Combined Campaign.
- 2024 PROJECTIONS
 - Monona Catering projections are favorable, with revenues similar to 2023. The 10-year renovation project just completed for the Monona Terrace included painting the walls in the kitchen and catering hallway, as well as resurfacing the floors. Staff is ready to welcome back clients and have a successful year.