



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

April 17, 2014

A. Administration

- Staff participated in a Judge Doyle Square planning meeting with JDS Development.
- The White Privilege Conference raised some eyebrows at the State Capitol and one Senator reported to a board member that the Room Tax Bill will be resurrected so these types of events can be controlled.

B. Operations:

- Strategic Planning is in progress for 2015-2017.
- The Employee Engagement focus groups have been completed and five work groups will be established to address the feedback received.

B. Community Relations:

- The Lunchtime Yoga event had an average attendance of 62 people. The program scored a 94% satisfaction rate and a 94% willingness to return rate on the event survey.
- Two Tunes at Monona Terrace concerts were held in March. Average attendance was 317.
- Terrace Town Going Green occurred February 28-March 1. Over 1,500 Dane County teachers and students visited on the 28th to install their Box City models in the Exhibition Hall and participated in a group building activity and a ribbon-cutting ceremony. Over 2,600 visitors came to the Open House on March 1st to view the students' work and enjoy a variety of family-friendly hands-on activities. Our program partners were Madison Children's Museum and American Institute of Architects Wisconsin. Sponsors included Wisconsin Architects Foundation, Dane Arts, and Cuna Mutual.
- Monona Terrace received a grant from Dane Arts for Tunes at Monona Terrace in the amount of \$3,060.

C. Gift Shop:

- A new Monona Terrace T-shirt is available for purchase at the gift shop. Staff worked on this project with the Frank Lloyd Wright Foundation. This project utilized Frank Lloyd Wright's last rendering of Monona Terrace.
- There are several new Frank Lloyd Wright items for sale in the store, including jewelry, scarves and picture frames.
- The latest additions to the cheese selection include Chocolate Cheese.
- Staff conducted interviews for a new Gift Shop team member.

D. Sales and Marketing:

- The March booking pace report is attached.
- Monona Terrace was represented by the sales team at the following business/networking events: SMBA Monthly Networking, Latino Chamber Networking event, DMI New Faces/New Places event, Business Professionals Networking, Meeting Professional International monthly meeting, Business Etiquette Training, DMI What's Up event, Sustain Dane quarterly meeting and the GMCVB sponsored GM/DOS Meeting.
- The sales team attended and exhibited at the Quinceañera Expo at the Alliant Energy Center and the Mad City Bridal Expo at Monona Terrace.
- Staff participated in a number of meetings to support the City JDS negotiating team.
- Monona Terrace successfully completed the recruitment and hiring process for a full-time Graphics/Web Design Specialist. This position will play a key role in the rapidly expanding digital space of the marketing mix for Monona Terrace.
- In terms of repeat events that deserve recognition for their loyalty, thanks go out to SSM Healthcare for booking their 2014 St. Mary's Hospital Employee Recognition Banquet. It will be the 17th year they have hosted this event at MT. Also, Capitol Insurance comes back to us in 2015 for their annual holiday party, which will be their 10th year at Monona Terrace.
- Below is a summary of all other events booked in the month of March:

Repeat Events	New Events	Weddings
22	4	3

E. Event Services:

- UPCOMING EVENTS:

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
June 2-6	2014 American Physical Society's DAMOP Annual Meeting (Division of Atomic, Molecular and Optical Physics)	1000 ppl
June 15-17	2014 Reciprocal Meat Conference	700 ppl
June 18-20	Quality Educator Convention	1000 ppl

F. Business Office / Human Resources

- March financials will be discussed at the board meeting.