

Community Relations Department

2014 Recap

Attendance:

2014 was another great year in terms of attendance at our programs, serving 52,000 people. Monona Terrace produced programs and tours were up by 2%, serving about 32,000 people (and over 52,000 people with the addition of Dane Dances).

The Monona Terrace produced programs that showed the most growth in 2014 were Concerts on the Rooftop, with 7% average growth over last year, serving 13,182 people over five concerts and meditation with 21% growth serving 1,600 people over 16 sessions and a 44% jump in group tour attendance, serving 550 people in 2014.

Based on survey feedback, word of mouth, email and the Monona Terrace website are the attendance drivers for events. Our patron mail list reached 8,700 subscribers in 2014, up 36% from the year prior. We are proud to continue to draw new people to our events AND Monona Terrace. 48% of the 900 people who answered our surveys had never attended a Monona Terrace community event before and 15% had never been to the building before.

Donations and Campaigns:

We began taking donations at select events, mostly concerts, in November of 2009. \$22,008 has been collected at events since that time. In 2014, \$3,211 was collected at events and \$2,373 in donations collected via mail and web, for a grand total of \$5,584 this year.

Monona Terrace re-opened the tile campaign in 2014 with resounding success. Tiles continue to be on sale through the Gift Shop for \$125 on the rooftop and \$1,000 on Olin Terrace. Proceeds support community programming at Monona Terrace. In 2014, retail value of \$11,375 in tiles was sold.

Media Coverage:

Local media coverage of Monona Terrace community programs, booked events, and downtown hotel development accounted for most of the media attention in 2014. This includes print, TV and radio; the majority being local. PR value totaled \$202,573. Monona Terrace also hosted 27 International tour planners from around the world as part of the GMCVB's FAM tour 2014.

Volunteers/Interns:

The Community Relations Department has a loyal, hardworking crew of 55 volunteers. Their important roles include providing daily tours of the building, presenting block workshops in local schools, welcoming people, handing out flyers and answering questions at Monona Terrace community events, and assisting with mailings.

Volunteers logged in 1,221 hours in 2014.

We were so fortunate to have five wonderful interns from UW Madison with us in 2014. These bright young adults donated 1,518 hours of time with us. They continue to bring fresh, new ideas to our community outreach initiatives.

Grants & Sponsorships:

Community programming at Monona Terrace would not be nearly as robust or reach as many people without our growing slate of generous and faithful sponsors and grantors. 2014 sponsors included American Family Insurance, Dean Clinic, Monona Terrace Community Programs, Inc., Great Dane, St. Mary's Hospital, MG&E, Frank Lloyd Wright WI, AIA Wisconsin, Wisconsin Architects Foundation, Group Health Cooperative – SCW, Dr. Sarah Moore, the Evjue Foundation, the Oakwood Foundation as well as new sponsorships from the Oak Park Place and Capitol Lakes in support of Tunes at Monona Terrace. We also received multiple grants from the Madison Arts Commission and Dane Arts.

Art Exhibitions - 2014

"Madison – An American Capital City", photography by Zane Williams

Level 4 - Promenade East

Numerous national publications have recognized Madison as one of the top American cities in which to live, work, walk or bike. The essence of this unique city on the isthmus is exquisitely captured in nineteen large panoramic displays by Wisconsin photographer Zane Williams. Landmarks such as the ornate State Capitol building, the prestigious University of Wisconsin campus, Frank Lloyd Wright's Lamp House and gardens great and small are alive with brilliant color; a must-see preview that will entice visitors to get out and explore beautiful Madison, Wisconsin!

For much of the last 30 years, Zane Williams has directed his photographic interests to Madison and his home state of Wisconsin. In 1994 his photographs were featured in a large pictorial book, *Wisconsin*. In 2002 after a rigorous six-year field project, he produced *Double Take: A RePhotographic Survey of Madison, Wisconsin*. It replicates more than 70 urban views taken by photographer Angus McVicar from the 1920s to the '50s. These pairings show the dramatic changes that occurred in the city since then. More recently, Williams published *Madison*, a personal, affectionate look, in color, of the capital city. Williams and his wife Mary live in a handsomely restored yellow-brick house a few blocks from Monona Terrace.

Sculpture – 2014

"Quarks VI & VII" by Guy J. Bellaver

Monona Terrace Rooftop

The *Quarks* Series is inspired by Fermilab - the proton-antiproton collider that investigates high-energy physics, the science of matter, space, and time. The collision images are the basis for the *Quarks* Series, which explores mass that is exploding and creating disintegrating arcs - the fiberglass segments represent mass, and the rod represents that mass leaving one area, and exploding into another. Each sculpture in the series continues the artist's career-long exploration of the relationship of positive to negative space, and the energy of their interaction.

Guy J. Bellaver is a sculptor whose works span many media, including stone, wood, painted steel, and bronze. He has nearly 30 pieces of public art on display which include major public art and liturgical projects in Geneva, Elgin, and St. Charles, IL; Latrobe, PA; and Boston, MA. Bellaver's sculptures have been in outdoor exhibitions including the Rosen Sculpture Exhibition, Boone, NC; Avenue of Sculpture, Art Chicago; IL; Sculpture in the Park, Loveland, CO; Sculpture Tour Salina, KS; SculptureWalk, Sioux Falls, SD; Sculptures on the Promenade, Edina, MN; among others. Bellaver's sculptures are in many corporate, university, and civic collections including the Potawatomi Cultural Museum, WI; Armstrong County, PA; ECC, IL; Batavia Arts Centre, IL; Forbes Health, PA; Graphite Sales, OH; H.J. Heinz, PA; Hiram College, OH; Indiana University, PA; Property Investment Company, IN; and St. Vincent College, PA; among others. His work appears in private collections around the country.

"Steel Inverted Arch" by Kenneth Thompson

Olin Terrace

A substantial sculpture of steel and limestone, *Steel Inverted Arch* concentrates on the fundamental issues of form and how negative space defines it. It is a classic representation of public art.

Ken Thompson holds a Master of Liberal Studies in Sculpture from the University of Toledo and a Bachelor of Fine Arts in painting and printmaking from Siena Heights College (University), Adrian, Michigan. Ken has been making sculpture for over thirty-five years out of a former car dealership now turned studio in Blissfield, Michigan. From this facility, he and his assistants also operate Flatlanders Sculpture Supply & Art Galleries and the Midwest Sculpture Initiative. Ken is well versed in bronze casting and metal fabrication but prefers stone carving.

The sculptures will be displayed through May 2015.

Community Program Testimonials:

Tunes at Monona Terrace

- This breaks up the monotony of the work week. The time and day is great, the location too. It's free and I can bring my own food and drink here. It brings people together for fun and entertainment in a healthy setting. I like the variety of music here I get to listen to bands and music I might not get to otherwise. Keep up the good work... – *Lori W., Madison, WI*
- 1st time here-very impressed as I knew I would be. It's beautiful and spacious.....what scenery is more beautiful and mesmerizing than Lake Monona? I could sit at the window side for countless hours! – *Rhonda K., Sun Prairie, WI*

Concerts on the Rooftop

- Love these concerts on the rooftop. The venue is an excellent spot to spend a Thursday evening. Couldn't get a better backdrop as the Capital and the lake on the other side. What a beautiful setting. My favorite concerts in all of Madison. – *Elaine W., Cross Plains, WI*
- Perfect weather, awesome views, great band, & the company we were with was the best!!! – *Carol M., Eau Claire, WI*

Yoga

- The noontime yoga at Monona Terrace is one of the most successful and multi-sexual, cultural, generational yoga programs I have experienced in over 8 yrs of practicing yoga. Furthermore, the ambience is extraordinarily suitable for a yoga pause that truly does refresh. – *Nancy S., Madison, WI*
- This setting was perfect for Yoga practice. It accommodated a large group, yet felt intimate. Viewing the lake and greenery during the sessions was awesome – *Sonja N., Madison, WI*

Meditation

- Thank you for hosting this! Great benefit of living in Madison and having access to such wonderful resources! – *Sara S., Madison, WI*
- A wonderful venue for an outstanding opportunity to learn about and practice meditation. I am grateful to Sara Moore for her time and talent. I look forward to the next session! – *Karen T. Bate, Madison, WI*

Tai Chi

- Love everything – setting is wonderful – wish we could do it year round! – *Linda S., Middleton, WI*
- ...It's often the best part of the week for me and makes me so proud to live in Madison, where programs like this exist. – *Maria S., Madison, WI*

Tours

- I enjoyed the opportunity to see inside the Dane Room, the Exhibition Hall, etc. The tour also offered insight and examples of Wright's philosophy regarding architecture, which really enhanced the experience. Top rate building! Wonderful gift shop. – *Jane G., Morrill, KS*
- This was the best architectural tour I've ever had! The docent was thoroughly knowledgeable, enthusiastic, and expanded explanations whenever she noticed my interest! – *Julie K., Archfield, MN*

Moon Over Monona Terrace

- Fantastic program! The Madison Astronomical Society did a great job of generating interest in the stars. – *Zach S., Middleton, WI*
- The kids' area was excellent. There was a good mix of moon viewing, on topic art projects, and other learning activities. – *Wendy B., Waukesha, WI*

Froebel Block Workshops

- This program is a hidden gem. It touches on so many core areas - in a very meaningful and exciting way. The volunteers are amazing and the staff at Monona Terrace is exceptional. My kids always enjoy the actual program and learning about Frank Lloyd Wright. Thank you.
- Excellent hands on experience with authentic and direct bonds between the curriculum and the working world-- kids recognize the connections and can see how the work they are practicing fits.

Trip Advisor

- Across from the State Capital, along the Monona Lake Shore. Great views of the lake and city, with gardens and a great little outdoor café. We ate here and thoroughly enjoyed the meal. I had a great burger and even greater "portabella fries". Very reasonably priced and fun to sit under the umbrella, outdoors on a beautiful day. – *Susan F., Burton, Ohio*
- *A must see for FLW fans:* This is a beautiful building well adapted to meeting, convention and community use. Even if you are not attending a function here, it is well worth visiting the rooftop garden (also has a cafe) and the gift shop which has a collection of FLW themed gifts. Also be sure to take a look at the FLW photographs which line the wall of the main floor, as well as the small exhibit on the history of the building on the floor below.
– *Esther P., North Chicago, IL*