



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 21, 2025

A. Administration:

- An equitable hiring plan for the new Administration Assistant position was completed. Interviews will be scheduled for early August.
- Staff has explored a drawing module offered by Momentus that would incorporate drawing software into the event booking management software. The hope is to add this module to the system in 2026.

B. Operations:

- During July's maintenance days, operations extracted carpet in the entire building, detailed the restrooms, escalators and elevators.
- Rooftop concerts started in June and have been a success this summer. Ian Evens and Patrick Truschinski are training to help manage the rooftop concerts, providing a bigger pool of qualified staff available during concert months.
- A new battery power sweeper arrived in July to replace the propane (LP) sweeper.
- During maintenance days several inspections were performed, JCI/Simplex did annual fire system testing, Pertzborn Plumbing completed sprinkler testing, and Summit Kitchen completed inspections on the hood fire suppression system and fire extinguishers.
- Pro axis completed cladding repair to the concrete façade above the Grand Terrace windows facing the lake. Findorff completed repairs to the main entrance stairs.
- Johnson Controls changed out 10 controllers located in the Community Terrace from pneumatic to electric for better automation.
- Schindler replaced the control box and motor on west side escalators going from 1 to 2.
- AV worked with ETC to update Paradigm software (lighting controls) to the latest beta-edition. ETC staff also provided 2 days of training on the new software.
- A wireless site survey was completed in July. A first step in the replacement of the wireless system, which is an upcoming capital project.
- AV made arrangements with IT to increase the connection speed between the city and Monona Terrace.

C. Community Relations:

- Concerts on the Rooftop were held on Thursdays, June 5, 12, and 26, and July 10, 17, and 24 from 7-9 pm. Performances on June 26, July 10, and July 24 were moved indoors due to inclement weather. The series drew a total attendance of 11,866, averaging 1,978 attendees per concert. Sponsors of the series were Pabst Blue Ribbon Beer, High Noon, MG&E Foundation, and Friends of Monona Terrace.
- Rooftop Yoga sessions took place on Mondays, June 9 and July 7 from 5-6 pm. The June session welcomed 143 participants, while the July session saw 196 participants, for a combined total of 339 attendees.
- The Lakeside Kids series was presented on Tuesdays, June 17 and 24, and July 8, 15, 22, and 29 from 10-11 am. The program attracted a total attendance of 2,384, averaging 397 attendees per session. This series was made possible through the support of Dane Arts and Friends of Monona Terrace.
- LIVE @ Lake Vista was held on Wednesdays, June 25, July 9, and July 23 from 4:30-6 pm. The June 25 performance ended early due to lightning and the July 23 performance was canceled due to extreme heat. Total attendance for the series was 70, with an average of 23 attendees per event.
- In June and July staff and volunteers provided tours and/or Froebel block workshops for several groups, including Stormonth Elementary (90 students), Road Scholars (15 adults), Simply Special motorcoach group (33 adults), WI English as a Second Language Institute (8 adults), and the WI Department of Workforce Development (10 adults).
- On July 12, the Inspired by Wright tour and art making program was held for ten participants.

D. Gift Shop:

- The Gift Shop is placing an ad for the *Wright and Like Tour* in their brochure. The tour, orchestrated by partners at Wright in Wisconsin, will be held at Taliesin in September this year.
- The Gift Shop and Guest Service teams attended training on Service Animal Procedures to better serve guests, as well as training on the new Destination Madison digital activity trails to promote so they can navigate and explore the highlights Madison has to offer. The trails offer subjects like Madison on Tap to explore local beer options, Madison by Bike, Wright in Madison for Frank Lloyd Wright fans, and Madison Like a Local to introduce visitors to local favorites in town. To explore or sign up, just scan the QR code below:



- The Gift Shop received some new items in the shop: Wine glasses and stemless wine glasses from Lolita, Cocktail Bombs, which work like a bath bomb, but they are meant to go in your glass and dissolve in sparkling water with an optional shot of your favorite spirit. They come in a variety of flavors,

including Margarita, Cosom, Mojito, and more.



E. Sales and Marketing:

- The July and July booking pace reports are attached.
- Bill Zeinemann retired on July 18th after more than 28 years of service with MT. Steve Dongarra has assumed the role of Associate Director after 2 months of training from Bill.
- The new Director of Sales starts on Monday August 18, 2025. Her name is Nathalie Angus. She has a bachelor's degree in International Tourism Management from the CMH Academy in Paris, and a professional certificate in Leadership & Management from the University College of Dublin. For the past 10 years, she has been an account manager and then Head of Sales for the CCD, a major European convention center that produces roughly \$35M in annual revenue.
- Monona Terrace was represented by the sales team at the following networking functions, trainings, and other industry events: DMI New Faces New Places; AFP Fundraising Day Wisconsin; Learning by Example-First-Hand Accounts from Sustainability Innovators; DMI Behind the Scenes; DMI IDEA Series; MPI Wisconsin Summer Social.
- Vetcor has booked their first meeting here; a smaller meeting of 60 attendees.
- A new client, The International Crane Foundation, has booked Crane Chat at Monona Terrace.
- The San Luis Obispo Chamber of Commerce will be visiting Madison in August 28-29 with a group of around 30 community leaders for an Economic

Development Panel. They would like to learn from our community about how we have been able to create such a thriving economy. They will be taking the lessons learned on their trip and applying them to their community in San Luis Obispo, CA. They are particularly interested in learning about the Monona Terrace Convention Center and the impact that it has had on the economy/community because they will be building a conference center in SLO in upcoming years. They are planning to have an Economic Development Panel with local economic development leaders. Connie Thompson, Ellie Westman Chin and Matt Mickolajewski will be participating on the panel.

- Madison Sports Hall of Fame is holding their Annual Banquet with Monona Terrace in June 2026 (28th year!).
- The Central States Water Environment Association booked their 2026 Annual CSWEA Education Seminar here. They have booked with Monona Terrace every year since 2000 except for 2020 and 2021 due to the pandemic.
- Mad Hatters Experience booked 6 more Candlelight Concerts with Monona Terrace. Four of them in 2025 and two of them in early 2026. They started booking these concerts in September 2023 and continue to book, increasing the number of concerts each year. They book about once or twice a month.
- UW-Madison Department of Family Medicine and Community Health has booked State of Wisconsin and Renner-Hansen 2025. This client has been booking meetings here since 1998. This particular meeting was booked for the first time in 2024.
- Gordon Flesch Company booked the IS Leadership Retreat for the second year in a row. They recently returned in 2024 after they first held an event here in 2000.
- Midwest Cubing Association booked their Madison Rubik's Cube Competition and Wisconsin Quiet Championship with us. They have been consistently booking a few times a year since 2022.
- Below is a summary of all other events booked in June and July:

Repeat	New	Weddings
47	12	6

F. Event Services:

- Here is a summary of the events contracted (definite status) or under contract (pending status.) The attendance figures noted are preliminary numbers and will most likely change.
- September 2025 total events = 34 (2 pending)
 - 4 Convention
 - 8 Meetings
 - 7 Community Use
 - 2 Entertainment
 - 11 Banquets

- 2 Conference
- Events of Note:
 - Ironman Wisconsin 2025 5,000
 - NRECA 2025 Regions 5 & 6 Meeting 1,200
 - 17th Annual Black Women's Wellness Day 1,000
 - 2025 UWEBC Business Best Practices & Emerging Technologies Conference 600
 - Rhumba for Rainbow 600
 - Candlelight Concerts 600
 - YWCA 2025 Racial Justice Summit 550
 - Exact Sciences Corporation 500
 - WI Section of the American Water Works Association 2025 Annual Conference 500
 - WI Real Estate Alumni Association Receptions 450
- October 2025 total events = 59 (3 pending)
 - 3 Convention
 - 11 Meetings
 - 13 Community Use
 - 5 Entertainment
 - 23 Banquets
 - 1 Conference
 - 3 Consumer
 - Events of Note:
 - Wisconsin Vintage Fest 4,000
 - 2025 Wisconsin State Music Conference 1,300
 - Greater Madison Chamber of Commerce Annual Dinner 1,000
 - Chosen Few Fighting Championships 1,000
 - Q106 Storytellers 970
 - Business Day in Madison 2025 600
 - Urban League Cabaret 600
 - Candlelight Concerts 600
 - Women in Hospitality Conference 2025 560
 - BioForward Wisconsin 2025 Biohealth Summit 500

- November 2025 total events = 37 (1 pending)
 - 3 Convention
 - 6 Meetings
 - 11 Community Use
 - 2 Entertainment
 - 9 Banquets
 - 2 Conference
 - 5 Consumer
 - Events of Note:
 - 2025 Winter Art Fair Off the Square 5,000
 - 2025 Madison Marathon Expo 4,000
 - DCFM Holiday Farmers' Market 1,200
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 - United Way of Dane County 2025 Community Luncheon 950
 - WHEDA Conference 2025 700
 - Candlelight Concerts 600
 - Madison Comic Con 500
 - Care Net Pregnancy Center Fundraising Banquet 2025 450

G. Business Office / Human Resources

- June and July finances will be discussed at the board meeting.
- Nestor Barajas-Domingues and Shea Standing have successfully completed their 3 month probationary period as Operations Workers and Ian Evans has also completed his 3 month probationary period as lead worker.
- The Gardener position has closed and the interview list from HR should be forthcoming.
- The AV department hired J. Muth as a full time Technical Specialist (AV Tech) in July, he started in August.

H. Monona Catering

- Revenue: 2025 is consistent as noted earlier in the year with having more conferences and conventions in the second half of the year versus the first half. The first half of the year has been steady. September and October are strong, which will provide good increases in revenue. The total revenue for the first half of the year is about \$2 million (pre-audit), which is 16% less than 2024.
- Staffing: Monona Catering has been able to hire employees for all departments this year, as well as the Lake Vista Café being fully staffed for the season.

- Services for Q1-Q2:
 - Hospitality (coffee breaks) 125,452 guests
 - Meals (breakfast, lunch, dinner) 32,938 guests
 - Receptions 35,619 guests
 - Total Services (includes all misc.) 276,354 guests

In comparison, the 2024 Total Services for Q1-Q2 was 306,747 guests.

- Lake Vista Café: The Café opened on May 20th this season and continues to do well. It has been a rainy and hot season so far, but the Café is getting good traffic on the weekends and especially during the Concert on the Rooftop and Dane Dances events. Revenue to date is \$90,722.24 compared to \$100,617 in the same period of 2024.
- Marketing and Donations: At the end of January, Monona Catering donated 1000 petite cupcakes for the Family Winter Prom which was sponsored by Madison Parks. In February and March, our annual Menu Showcase Tastings for the 2025 Bridal couples were held. The tastings were well attended with over 100 people for each tasting. Our couples enjoy a large array of items on the menu including desserts and communicate great comments about the food to our staff.
- This year, Monona Catering worked with the Community Relations/Marketing team to put together a mailed flyer to send out to residents within the area to entice awareness of the Lake Vista Café. The advertising campaign next year will be expanded to include business areas also.
- In the first half of the year, Monona Catering donated 2,639 pounds of food to local shelters. Monona Catering continues to be part of the food insecurity solution in our community with the weekly donations to shelters.
- Monona Catering has diverted 11.3 tons (22,670 pounds) of post-consumer waste from the local landfill. This program helps to reduce the environmental impact on the community.