



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 19, 2026

A. Administration:

- We are working with the City on a geothermal study to explore whether this is an option for Monona Terrace in the future. We should have a draft report within the next month.

B. Operations:

- Audio Visual
 - The Audio-Visual Department will be working on the audio upgrade of the Lecture Hall, a capital project for 2026. In preparation for this, AV has pulled new cable for space. Additionally, staff purchased a new video switcher as part of a 2025 capital budget project to upgrade video equipment.
- Operations Department
 - The Operations team completed a deep extraction of the entire building, detailed all restroom facilities, and all escalators have also been cleaned.
 - There were two full-time employees out on leave in January; Staff did an excellent job covering several busy event weeks. Madison Home Expo and Chosen Few are a few events that come to mind in January.
 - Monona Terrace is currently posting for hourly operations workers to supplement our full-time staff. Events begin to pick up at the end of February, and all of March.
- Maintenance
 - Monona Terrace is working to fill two open positions in Maintenance: A Facility Maintenance Worker position, and Mechanic 1 position.
 - All elevators and escalators were inspected and passed.
 - Pertzborn completed the fire suppression system inspection in January, and Brad Lovely with City Risk Management completed a safety inspection of the entire building. There were a few minor safety concerns that have been rectified.
 - Big kudos are to be given to the entire Maintenance staff who handled open coverage during their first busy snow removal season.

C. Community Relations:

- Sound and Sense Immersion Workshop
 - Led by instructor Joan Herzing, the event was held in person on Sunday, January 25, from 1–3 PM. The workshop attracted 66 participants and provided an engaging, hands-on experience focused on sound, perception, and creative exploration. Attendance reflects continued community interest in immersive and experiential programming.
- Yoga Core
 - Yoga Core continues to be a successful hybrid wellness program, offered Mondays and Fridays from January 12 through May 22, from 12:00–12:45 PM. Sponsored by Friends of Monona Terrace and taught by Jo Temte and Devonna Peters, the program drew strong participation in January. Total attendance was 405 participants, 87 attended in person, 318 participated online, demonstrating the value and accessibility of the hybrid format.

- Lakeside Dance Lab
 - The Lakeside Dance Lab series remained highly popular, offering energetic, instructor-led dance experiences for adults. Country Line Dancing, taught by Sue Trace and Laura Nyquist on January 15, drew 200 participants, while BollyBeat, led by Manisha Bharagava on January 29, attracted 190 participants. These strong attendance numbers highlight ongoing enthusiasm for fun, accessible community programming.
- Brushes by the Lake
 - The 'Paint and Sip' watercolor workshop, held on January 25, was attended by 30 participants. The workshop was taught by Emily Schroeder and featured a Monona Terrace winter scene as the project.

D. Gift Shop:

- The Gift Shop continues to work on the ADA Compliance Audit for the Monona Terrace e-commerce website, to find and correct all noncompliant concerns before the April 2026 compliance deadline.
- Additional quilting fabric options with Frank Lloyd Wright designs were received, including new patterns, sizes, and colorways:



- The Gift Shop conducted their annual store inventory.
- The Gift Shop team continues the data management project for the Gift Shop.

E. Sales and Marketing:

- The January booking pace report is attached.
- Becky Fay will be starting on Monday 2/16/2026 as our new Marketing Communications Specialist. She will be training under Todd Brei until his retirement on 4/1/2026.
- For the second year in a row, Destination Madison sales team hit their 2025 contracted goal with Monona Terrace (\$777,317 sold against a goal of \$745,000).
- Monona Terrace was represented by the Sales team at the following virtual networking, training, and other industry events: PCMA Convention in Philadelphia, MPI program at the Concourse Hotel.

• New Events

- Wisconsin Board for People with Developmental Disabilities booked Monona Terrace for their Retirement Reception in March.
- UW-Madison Office of Multicultural Arts Initiatives booked with Monona Terrace for the first time.
- UW Department of Orthopedics and Rehabilitation has booked with Monona Terrace a few times over the years. This is the first time they have booked their Spring 2026 Department of Orthopedics Visiting Professor Lectureship with us.

• Repeat Events

- State of Wisconsin Department of Administration has been booking numerous meetings

with Monona Terrace since 1997. The DOA recently booked their 2026 DOA Risk Management Conference; the 4th year in a row at Monona Terrace.

- RENEW Wisconsin booked their 2027 Summit with Monona Terrace. RENEW has been booking this event annually at Monona Terrace since 2016, other than 2021 due to the COVID-19 pandemic.
- Sustain Dane has booked the Sustain Dane event since 2022. The next summit for November 2026 was recently booked.
- United Way of Dane County will be holding their 2026 Community Luncheon in November.
- Below is a **summary** of all other events booked in **January 2026**

Repeat	New	Weddings
9	8	1

F. Event Services:

Provided is a summary of the events contracted (definite status) or under contract (pending status.) The events noted below have preliminary numbers over 400 and are subject to change.

- **March 2026;** Total events = 39 (2 pending)
 - 0 Conventions
 - 5 Meetings
 - 13 Community Use
 - 3 Entertainment
 - 11 Banquets
 - 3 Conferences
 - 4 Consumer
- **April 2026;** Total events = 50 (3 pending)
 - 2 Conventions
 - 13 Meetings
 - 14 Community Use
 - 3 Entertainment
 - 17 Banquets
 - 1 Conference
 - 4 Consumer
- **May 2026;** Total events = 46 (2 pending)
 - 3 Conventions
 - 9 Meetings
 - 10 Community Use
 - 2 Entertainment
 - 19 Banquets
 - 1 Conference
 - 2 Consumer

G. Business Office / Human Resource

- Jeff Boyd, Business Manager, to present the Finance Revenue and Expense reports during the February 19, 2026, Monona Terrace Board of Directors meeting.

H. Monona Catering

- 2025 had reduced revenues from the previous year, with event spending down and less conferences and conventions. Monona Catering’s revenue for the year was \$6,664,309 (pre-audit) which was a decrease of 5.17% from the 2024 revenue of \$7,027,446.

- 2025 Services
 - Hospitality (Coffee Breaks); 257,673 Guests
 - Meals (Breakfast, Lunch, Dinner); 76,314
 - Receptions; 65,094 Guests
 - Total Services (Including all Miscellaneous); 584,944 Guests
- Monona Catering donated approximately 6,126 pounds (3.0 tons) to local shelters.
- Approximately 41,715 pounds (20.8 tons) of pre-consumer waste was diverted from the local landfills through the composting program. From a greenhouse gas equivalency standpoint, our composting efforts are equivalent to 275 urban tree seedlings grown for 10 years.
- Lake Vista Café
 - The Lake Vista Café season began on May 20 and ran through September 21, 2025. The season started off with quite a few rainy days, which resulted in slower sales. The Monona Catering Culinary team introduced new items such as the Rooftop Summer Salad, and the Black Bean Burger. The total revenue for the café was \$133,316, which was 11% lower than the 2024 season.
- 2025 Marketing Activities
 - Monona Catering participated in several marketing activities throughout the year, which include Client and Wedding Menu tastings, the Family Winter Prom event in January, and the Winter Client Appreciation event in December. Monona Catering started a marketing campaign for the Lake Vista Café with a flyer sent out to our neighborhood. We will continue this outreach and increase the distribution to include businesses as well as residential neighborhoods in a larger area.
- 2026 Projections
 - Monona Catering projections show good growth for 2026, with revenues estimated at approximately \$7,525,000. The first quarter starts off with some nice repeat events in February and March, and then business ramps up starting the second quarter with an increase in conferences and conventions.