

## Community Relations Department

### 2017 Recap

#### Programming:

- 2017 programs served 43,700 people.
- New programs:
  - Frank Lloyd Wright 150 events: Design Night Out, Wright on for families
  - Bounce
  - GenXDance Party
  - Luminescence
  - Day-long meditation
  - PBS partnership event: Victoria premiere
- Programs showing most growth in average attendance from previous year:
  - Concerts on the Rooftop 27%
  - Wellness Talks 40%
  - Mindful Yoga 20%
- Based on survey feedback: email, word of mouth, and the Monona Terrace website are the highest attendance drivers for events.
- 236 tours served 2,200 visitors from all over the world.
- 18% of the 2,000 people who answered our surveys had never been to Monona Terrace before!
- 60% of program attendees are from the City of Madison

#### Volunteers/Interns:

- 60 Monona Terrace volunteers logged 1,808 hours giving tours, facilitating school workshops, helping in the office and working events. We also added the new gardening volunteer positions this year to help with planting and weeding in the gardens.
- Five interns donated 1,747 hours of project time with us.
- The value of this time, based on an *Independent Sector* report, is \$85,800.

#### Friends of Monona Terrace

The Friends of Monona Terrace re-activated in 2017 and now have a complete Board of Directors and a few goals in place for the coming year. Primarily a fundraising group, this team of long-time docents and fans of the facility have come up with some preliminary plans to raise funds for 2018 community programs. They are putting together a membership campaign for Monona Terrace, and are preparing to hire an hourly grant writer and administrative support person to develop a website and informational brochure for the group. They will be reporting to the Monona Terrace Board on progress before mid-year.

#### Eventbrite Ticketing

The Community Relations team ticketed 29 events this year using Eventbrite for which over 40,000 registrations occurred. This required training of volunteers for check-in, training of staff on how to use the software to create on-line events and physical set up at the event. The result was 60% email subscriber growth from (\$10K to \$16K) and a 100% increase in survey responses (from 1K to 2K).

### Other Revenue Sources:

- In 2017, \$1900 was collected at events and \$2,300 in donations collected via mail and web, for a grand total of \$4,200.
- Monona Terrace re-opened the tile campaign to support community programming in 2014. The retail value of tiles sold in 2017 was \$8,250, with a total of \$33,375 since the campaign re-opened. Community programs see about 60% of this total after cost.
- 19 Sponsors/Grantors: totaling \$56,500

### Other Benefits to Monona Terrace

- Catering Commissions \$61,400
- Program Revenues \$37,450
- Program Partners (not sponsors) 62

### Media Coverage:

- PR value of local media coverage – print and television - totaled \$570,000. Client events and community programs accounted for the majority of local news coverage.
- Media sponsorships were had with WOLX, Wisconsin Public Radio, Midwest Family Broadcasting and Isthmus Publishing. Total value of media sponsorships in 2017 was \$18,000.

### Digital Media:

*Goals: Increase positive public engagement and strengthen the Monona Terrace brand*

- Facebook followers:
  - 14,000 - 16% increase over last year;
- Twitter followers:
  - 3,600 - 16% increase over last year
- Email Subscriber Growth:
  - 16,270 – 60% growth over last year