



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

June 20, 2024

A. Administration:

- Office staff is working with the Maintenance department to digitize documentation and notes from previous mechanics for use with internal trainings.
- Staff is preparing for the first Room Tax meeting of the year in June.

B. Operations:

- Staff finalized the security contract with CSC by piggybacking on the UW contract with them, good through 2025. It's especially fortuitous because the contract keeps the current security guard rates as-is. Had a renegotiation with CSC been necessary, the rates would have increased.
- The beautiful cherrywood trash receptacles arrived and have replaced the fiberglass terracotta hallway trash/recycling containers. The old containers will be re-used during rooftop events.
- The staff is working to organize and free up space at the offsite storage facility. Old equipment including dance floor, chairs and tables will be offered to other City agencies, then put on a public auction site.
- The building has been granted GBAC recertification for another year.
- Plantings on the rooftop began in May, and the rooftop has been pressure washed.
- The replacement window project was approved by Common Council, and the project can move forward.

C. Community Relations:

- Yoga Core has wrapped up for the spring season and will return in the fall. The hybrid event was held Tuesdays and Fridays, February 2-May 10, at noon and sponsored by Friends of Monona Terrace. Total attendance for May was 188 attendees. Total attendance for the spring season was 2,143 with 491 people attending in person and 1,652 online. Average attendance for the spring season was 86 people per session, with average online attendance of 60 and 20 in person.
- Meditation at Monona Terrace just concluded its spring session that was held virtually on Thursdays, January 11-May 16, at noon. Total attendance for May was 126 people. Total attendance for the spring season was 1,203. Average attendance for spring season was 63. The series is sponsored by Friends of Monona Terrace

- A Wright Design Series lecture occurred on May 13 presented by an architect duo called Archimarathon. They have a popular YouTube channel and Instagram account with video tours of global architectural wonders. The in-person audience was 36 and Zoom audience was 100 for a total attendance of 136.
- Staff hosted an Inspired by Wright Essential Experience on May 4 with 20 attendees.
- Tours and programs were provided to Science and Arts Academy, Memorial High School, UW International Fellows, Road Scholars, First Lutheran School, Pewaukee High School, and Winnequah Elementary.

D. Gift Shop:

- The Gift Shop installed software upgrades for our credit card terminals.
- The Gift Shop received several new Frank Lloyd Wright inspired products this month, including: Frank Lloyd Wright Gloves (They work with your phone's touchscreen.), Frank Lloyd Wright Drinkware, and Frank Lloyd Wright Porcelain Ornaments.



E. Sales and Marketing:

- The May booking pace report is attached.

- The Monona Terrace Event Booking Assistance Advisory Committee met on May 14. The Committee approved a total of \$104,250 in new requests for funding from eight conventions with combined estimated direct spending of \$3,484,598. Additionally, the Committee approved rolling forward three previously approved funding requests totaling \$89,760. The American Society for Virology moved from 2028 to 2027, the Comparative and International Education Society moved from 2026 to 2027, and the Christian Community Development Association moved from 2025 to 2027. The estimated total direct spending of these three groups is \$4,331,649.
- Monona Terrace was represented by the sales team at the following virtual networking functions, trainings, and other industry events: Destination Madison Partner Orientation and the AFP Board Meeting.
- Candlelight Concerts booked again for June and July (They have been hosting their concerts here once or twice a month since September of 2023). The Alliance booked their 2025 Spring Symposium (They have booked numerous different events here every year since 1999 other than 2020 and 2021 due to pandemic). University of Wisconsin is returning for their Employee Advisory Council Alumni Summit for the fourth year (They have been booking numerous different events with here since 1997). Northwestern Mutual is returning in 2025 for their Advisor Planning Day (This will be the third year they have booked here). Returning to Monona Terrace is Madison Community Foundation with Madison Gives in 2025. They have been here for various events since 2000.
- Below is a summary of all other events booked in April:

Repeat	New	Weddings
13	4	9

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.
- July Total events = 23
 - 4 Meetings
 - 14 Banquets
 - 3 Conventions
 - 1 Consumer
 - 1 Entertainment
 - Events of Note:
 - IPMS/USA 2024 National Convention, 3,000
 - 2024 PLC Institute, 1,500
 - 2024 Art Fair Off the Square, 75,000
 - CASE Summer Institutes Closing Reception, 500

- Power Line Systems Advanced Training Users Group 2024, 600
- August Total events = 25 (3 pending)
 - 5 Meetings
 - 1 Community Use
 - 2 Entertainment
 - 13 Banquets
 - 2 Conventions
 - 2 Conferences
 - Events of Note:
 - American Society of Biomechanics Annual Conference 2024, 900
 - American Family Insurance Leadership Meeting, 1,950
 - 2024 Red Bull Wake the City, 700
 - Latino Chamber of Commerce 20th Anniversary Gala, 600
- September Total events = 30 (1 pending)
 - 4 Conventions
 - 1 Conference
 - 16 Banquets
 - 2 Entertainment
 - 7 Meetings
 - Events of Note:
 - Ironman Wisconsin 2024, 5,000
 - Association of Fish & Wildlife Agencies AFWA 2024 Annual Meeting, 650
 - 2024 UWEBC, 600
 - Rhumba for Rainbow, 600
 - Founder's Day, 700
 - Panhellenic Primary Recruitment, 1,500
 - YWCA 2024 Racial Justice Summit, 550
 - 16th Annual Black Women's Wellness Day, 700

G. Business Office / Human Resources

- Finances for May will be discussed at the board meeting
- The process for hiring a new Maintenance Mechanic 1 has begun. The goal is to have interviews completed in late June.

- Staff worked with City HR on a recruitment for a Monona Terrace Event Coordinator. This is not a new position, but rather one that was not filled coming out of COVID. The recruitment closed on May 23 with 67 people applying for the job. Interviews will be conducted in June. The position is funded with salary from a Booking Assistant position that will not be filled for the foreseeable future.
- Staff worked with City HR on a recruitment for the Monona Terrace Director of Sales position. The recruitment closed June 20. There were 12 applicants. Interviews will be conducted in early June with a target start date of July 8. The incumbent Laura Maclsaac is retiring in early October after 27 years with Monona Terrace in three different positions. The position will be double filled until Laura's retirement for training purposes and passing along decades of institutional knowledge about Monona Terrace and its customers.



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BOOKING PACE AS OF 5/31/24

DEFINITE	2023	2024	2025	2026	2027	2028	Total	Δ Last Month
Convention	28	28	17	8	5	3	61	1
Conference	19	26	16	0	0	0	42	3
Banquet	168	146	30	0	0	0	176	16
Meeting	100	92	17	0	0	0	109	14
Consumer Show	13	14	5	0	0	0	19	2
Entertainment Event	100	115	9	0	0	0	124	16
DEFINITE TOTAL	428	421	94	8	5	3	531	52
% Δ Last Year		-2%						

PENDING	2024	2025	2026	2027	2028	Total
Convention	0	1	2	3	0	6
Conference	0	1	0	0	0	1
Banquet	3	8	0	0	0	11
Meeting	2	3	0	0	0	5
Consumer Show	1	0	0	0	0	1
Entertainment Event	1	0	0	0	0	1
PENDING TOTAL	7	13	2	3	0	25

TENTATIVE	2024	2025	2026	2027	2028	Total
Convention	0	3	15	9	7	34
Conference	0	5	7	0	2	14
Banquet	2	30	5	1	0	38
Meeting	5	16	4	1	1	27
Consumer Show	0	5	5	2	2	14
Entertainment Event	3	8	0	0	0	11
TENTATIVE TOTAL	10	67	36	13	12	138