



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

October 19, 2023

A. Administration:

- Staff attended the September 20 meeting of the Room Tax Commission. The budget allocations for each recipient organization were approved by the Commission.
- Staff has been attending meetings with the State of WI discussing the parking ramp repair project phases. The project will continue as long as weather permits and will pick back up in the spring, as it will not be completed this year.
- Strategic planning works continues, staff will be working on their departments' actions (to support the strategies) and performance indicators by which to measure success. If everything goes as planned a complete strategic plan for 2024-26 will be shared with the board in November.

B. Operations:

- Olson Toon is scheduled to begin tile work on the Olin Terrace walkway in October. The project will last 4 weeks at the minimum depending on weather.
- The new chiller replacement has been pushed to November.
- Operations staff was very busy handling 10 and 12 hour shifts in September for Ironman which is a labor heavy event for setup/teardown, cleaning and the command center.
- In preparation for the 2024 replacement of trash and recycling receptacles, a sample with a cherry wood laminate face has been ordered to see if it could fit the aesthetic.

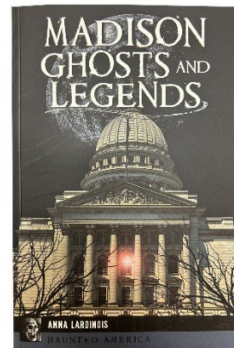
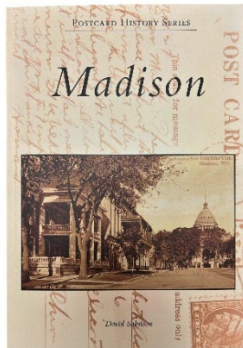
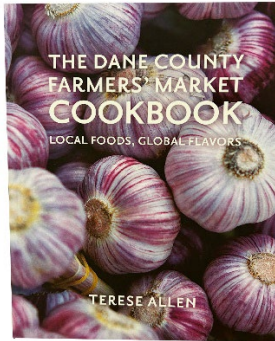
C. Community Relations:

- The Lake Vista café wrapped up its season with a last session of **LIVE @ Lake Vista** on Wednesday, Sept. 6 from 4:30-6 pm. Sam Ness, a local folk/Americana and new age artist/songwriter/singer/guitarist, performed to the café audience. Lake Vista offered a special appetizer deal to the 105 people who attended.
- **Meditation at Monona Terrace** continues this fall online on Thursdays at noon. Total attendance for September was 219 people. Average attendance for September was 55 per session.
- The first of three fall **Wright Design Series** lectures occurred on September 13. Architectural historian Richard Kronick presented "Purcell & Elmslie – Spiritualistic Place-Making" to a Zoom audience of 129.

- Staff had the opportunity to present programs to two groups of Monona Terrace clients. First, was a tour plus wine and cheese package to the Illinois Search and Staffing group on September 14. Second, was an **Inspired by Wright** tour and art project with the American Association of Motor Vehicles Administrators on September 28. Tours were also provided in September to Brilliant Edventures Tour Company and All Saints Neighborhood.

D. Gift Shop:

- The Gift Shop has received some new books with a local flair. These include the following:



(from left)

- The Dane County Framers' Market Cookbook, which retails for \$35.00.
- A book from the *Postcard History Series: Madison*, which features a history of Madison through Postcards. It retails for \$24.99.
- The book, *Madison Ghosts and Legends*, which retails for \$21.99.
- The Gift Shop passed the in person PCI P2PE credit card compliance audit. This in person audit was the second phase after the virtual audit that happened in the spring. All final documentation will be updated in October after the new terminals are installed.
- The Gift Shop will again be participating in the Downtown Madison New Resident Welcome Packets, by supplying coupons to new neighbors moving into the downtown area.

E. Sales and Marketing:

- The September booking pace report is attached.
- Staff attended the Downtown Madison, Inc. Annual Celebration to network and show support for this event taking place on the Monona Terrace Rooftop Garden.
- Staff participated in a Destination Madison organized meeting of Downtown Madison Hospitality stakeholders. Representatives from Destination Madison, downtown hotels and Monona Terrace attend the meeting which is intended to foster collaboration among stakeholders and examine ways to try and win group business while balancing hotel guest room rates that reflect seasonal demand.

- Monona Terrace and Destination Madison sales staff held a meet and greet at Monona Terrace with the International Institute of Municipal Clerks who are considering Madison and Monona Terrace for their 2027 convention.
- Monona Terrace was represented by the sales team at the following virtual networking functions, training and other industry events: Destination Madison Webinar on Workforce Study Results, AFP Coffee Chat, Operation Fresh Start Annual Banquet, MPI Finance Team, MPI Speaker Team, MPI Chapter Meeting, MPI October Planning Meeting, CVENT Group Business Insights.
- Returning for the 21st year at Monona Terrace is Wisconsin Manufacturers and Commerce for Business Day. This event had previously been held in February and is now taking place in October. Also returning for their 4th visit is UW-Madison School of Business for the Hawk Center Investment Conference. It's exciting to see the return of these wonderful groups.

Here is information about the Hawk Center from their website:

The Stephen L. Hawk Center for Investment Analysis helps deliver a comprehensive educational experience for graduate and undergraduate students at the Wisconsin School of Business. The Center directly supports the Wisconsin MBA concentration in Applied Security Analysis Program (ASAP), where students use real world tools to manage in excess of \$25 million in portfolios of equity, investment-grade, high-yield, and Treasury-bond portfolios. Established in 1970, ASAP is one of the oldest running student managed investment programs in the world.

- Below is a summary of all other events booked in September:

Repeat	New	Weddings
6	7	none

F. Event Services:

- Here is a summary of the events contracted (definite status) or under contract (pending status) for October, November and December. The attendance figures noted are preliminary numbers and will most likely change.
- October Total events = 51 (all definite)
 - 16 Meetings
 - 21 Banquets
 - 3 Conventions
 - 2 Conferences
 - 6 Entertainment
 - 2 Consumer Shows
 - 1 Community Use event
 - Events of Note:
 - UWEEBC Business Best Practices & Emerging Technologies, 625
 - Chosen Few Fighting Championships, 900
 - Freedom from Religion Foundation Convention, 500
 - Greater Madison Chamber of Commerce Annual Dinner, 1,200

- Business Day in Madison, 450
 - Wisconsin State Music Conference, 1,300
- November Total events = 32 (all definite)
 - 14 Meetings
 - 10 Banquets
 - 3 Conventions
 - 2 Conferences
 - 1 Entertainment
 - 2 Consumer Shows
 - Events of Note:
 - WHEDA Conference, 600
 - Madison Marathon Expo, 4,000
 - Winter Art Fair Off the Square, 5,000
 - DCFM Holiday Farmers' Market, 1,200
- December Total events = 28 (all definite)
 - 2 Meetings
 - 18 Banquets
 - 1 Conference
 - 2 Entertainment
 - 5 Consumer Shows
 - Events of Note:
 - Fair Trade Holiday Festival, 4,500
 - DCFM Holiday Farmers' Markets (3), 1,200

G. Business Office / Human Resources

- September's financials will be discussed at the board meeting.
- Applications for the Facility Maintenance Worker position have been received and screened by HR. Staff will start the interview process in October.