



# 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 18, 2020

### A. Administration:

- An application for 23 employees to enroll in the work-share program was submitted to the city in May. This program starts the week of June 8. This reduces the employee's hours by 20% per pay period (approximately 1 day per week). Employees in the work-share program are able to apply for unemployment benefits to cover the loss of hours and will receive the additional weekly \$600 CARES Act benefit. The Federal Government funds this program.
- Continuing to work with Destination Madison and Hoteliers on the Madison Tourism Recovery Safety and Cleanliness Task Force to develop unified procedures and messaging around cleanliness and safety of our venues.
- Pursuing the GBAC STAR Accreditation Program on Cleaning, Disinfection, and Infectious Disease Prevention for Facilities. The GBAC building and cleaner certification program provides standards, accountability, assurance and customer confidence that proper cleaning, disinfection, and infectious disease prevention work practices are in place and implemented.

### B. Operations:

- Native Redbud trees purchased in 2019 were delivered and installed in the planters on the Rooftop by staff from maintenance, operations and administration.
- The outdoor plant order for May installation was cancelled.
- Repairs to the monument sign on the Olin Terrace Walkway were started. The repair costs are covered by insurance.
- The tile work scheduled to start in May, on Olin Terrace has been put on hold at this time.
- Staff is circulating fresh air in the building on a limited schedule and only running cool air minimally to reduce humidity.

### C. Community Relations:

- The summer Concerts on the Rooftop (COR) and Dane Dances! series sadly are both officially cancelled this year due to COVID-19. Concerts on the Rooftop bands that were slated to perform this year are being rescheduled for 2021, and include Wheelhouse, SUPERTUESDAY, The Insiders, One of the Boyzz, The Lovemonkeys, and The Docksiders. The COR bands kindly waved their cancellation fees in exchange for rebooking next season.

- The virtual version of Meditation at Monona Terrace has proven to be a success. Total attendance at the Wednesday series in May was 451, with an average attendance of 113 each session. In light of these stressful times, the virtual meditation program has been extended through August with a fall season starting in September.
- Staff have been expanding their tour and education programming virtually and have been giving architectural presentations to various school districts. In May, webinars were presented to classes from Wakanda Elementary, St. James Elementary, Our Redeemer Elementary, and Pewaukee High School. They also presented to an adult tour group from Chicago on May 21 with an attendance of 72.
- The first virtual Wright Design Series lecture for the public via Zoom was held on May 18. Presenter Mark Hertzberg talked about Frank Lloyd Wright's Penwern project at Delavan Lake; 175 people attended.
- Upcoming virtual programming community events staff are working on includes the Lakeside Kids! Summer series sponsored by Dane Arts, a future online sustainability series, some online summer educational programming for youth related to architecture and design, and more Wright Design lectures.

**D. Gift Shop:**

- A Plexiglass shield was placed at the front counter of the shop. The shop was measured and display fixtures adjusted to encourage physical distancing between customers. The shop will safely be able to host 12 patrons at the same time until restrictions loosen.
- The Gift Shop will remain closed to the public and will open when suitable when there are events in the building.
- Website sales are still in operation. Sales continue coming in each week, although slower than usual.

**E. Sales and Marketing:**

- The May booking pace report is attached.
- The Monona Terrace internal staff Recovery Task Force (RTF) has made near heroic efforts to prepare Monona Terrace to safely reopen for business under the Forward Dane Reopening Plan for Dane County. The RTF is an intra-departmental team responsible for creating, delivering and implementing the steps/policies needed to safely and successfully reopen the building. More than a dozen detailed documents were created to cover areas such as: Hygiene Policy & Procedures, Cleaning Policy & Procedures, Protective Measures Policy and Procedures, Mask & Face Covering Policy, Documented staff receipt and training on the policies, etc. Physical Distancing floor plans were created for all of our space in different style set-ups. The RTF Team did a full-facility walk-through with a representative from the Public Health Department to confirm our COVID-19 policies and procedures, safety signage, and as of the first week in June Monona Terrace is ready to host events, the Rooftop Gardens have remained open to the public, and as of June 9<sup>th</sup> the Lake Vista Café is open for carry-out orders.

- Monona Terrace A/V staff conducted a training seminar to cover the ins and outs of virtual meetings at Monona Terrace. Thirty-three people in total participated via Zoom from Destination Madison, Monona Catering, and Monona Terrace. The purpose of the training was to provide information and tools so our sales and events staffs can feel confident talking to prospective and existing clients about taking advantage of Monona Terrace’s excellent virtual meetings capabilities. We expect some clients to take a portion of their event on-line, or even use Monona Terrace as the host site for presenting content and speakers communicating with an all on-line audience.
- Staff designed and created a virtual meetings “sell sheet” of packages to use with clients to further the conversation with groups wanting to know more and do some preliminary budgeting. A PDF copy of the virtual meetings packages information marketing piece is attached.
- The Monona Terrace Event Assistance Fund Advisory Committee met via Zoom on May 19<sup>th</sup>. Five Conventions scheduled in 2020, and two scheduled in 2021 were approved to have their funding rolled forward to a future rebooked year (years vary from 2021 to 2024). Total funding rolled forward was \$127,500 and the seven conventions represent an estimated \$4,280,822 in total direct spending. Funding of \$13,500 for one new July 2021 convention booking was approved with estimated direct spending of \$754,948.
- Monona Terrace was represented by the sales team at the following virtual networking functions and other industry events: DM State of Tourism Press Conference, OPEN Virtual Mix and Mingle, DMI Virtual Nosh at noon, DMI Virtual What’s Up Downtown, High Tech Happy Hour, New Faces & New Places, Chamber of Commerce: Lunch (UP) date webinar.
- **Wisconsin Catholic Conference** has booked their Catholics at the Capitol event with us again in April 2021. This event takes place every other year, and this will be their 11<sup>th</sup> event here, dating back to 1999. **GSAFE** has reserved Monona Terrace for their Celebration of Leadership Awards and 25<sup>th</sup> Anniversary in May of 2021. This will be their 16<sup>th</sup> year here. Finally, the annual **UW Psychiatric Update** is making a welcome return. They have been meeting here since 2006.
- Below is a summary of all other events booked in the month of May:

Repeat	New	Weddings	COVID-19 Rebook*
6	1	2	6

\* Events that had been previously confirmed/definite, but moved to a new date due to COVID-19

**F. Event Services:**

- June:
  - One small meeting for 22 people scheduled for June 29.
- July:
  - Four definite or tentative events on the calendar:
  - Two consumer tradeshow exceed the mass gathering limits in the

Forward Dane plan. We have asked a Public Health Madison & Dane County official if it is possible for these clients to break the event into more than one session (e.g. one session from 10:00 am – 12:00 pm, another session from 2:00-4:00 pm) if each session does not exceed the mass gathering limits. We are waiting for the answer on this.

- One wedding ceremony with 70 guests hopes to be allowed to move forward. Under the current Forward Dane capacities, we would need to be in Phase 2. The ceremony is scheduled for the Rooftop and their rain back-up space is off site.
- One tentative booking for July 27-31 for 130 people. The client understands the number of people allowed will be determined by the Forward Dane plan.
- August: Ten definite events on the calendar:
  - One entertainment event hoping to be allowed to have three, separate sessions of 100 people each. TBD whether this will be allowed by Public Health.
  - One corporate event for 94 people. We would need to be in Phase 3 of the Forward Dane plan.
  - Three weddings for 50 people are able to take place.
  - Three weddings for 100 people are hoping to take place if we are in Phase 3.
  - Two weddings for 150 or more people will most likely not be able to take place. One couple is looking to reschedule in 2021.

**G. Business Office / Human Resources**

- May finances will be discussed at the board meeting.



# Virtual Meeting Packages

Make Monona Terrace your virtual meeting partner. We are here to assist you with any type of virtual event. From a simple one speaker session to a hybrid event with both live and online components, to a full virtual conference. Let our professional staff help guide you through planning your virtual event.

What makes Monona Terrace stand out? It's our reliable Internet and in-house staff of Audio Visual and IT Technicians. We have the infrastructure and expertise to provide you with everything needed to bring your virtual event to life.

Add remote meeting, webinar or virtual meeting components to your meeting rooms with these packages.

## Remote Presenter Package - Starting at \$295

Presenter unable to make it last minute?

Add this package to an existing AV set (video projector and screen) for video conferencing capabilities including Zoom or WebEx.

### Package includes:

- Wired internet connection
- USB audio interface to room sound system
- Onsite technical support

### Optional Equipment:

- Laptop
- Wireless microphones for audience Q&A

## Webinar Package - Starting at \$1,320

Need to broadcast your message to a large group? Let us help you host a webinar to share your presentation and live video of your speaker.

Add this package to an existing AV room set (video projector and screen) to add webinar capabilities to popular platforms like Zoom, FB Live and YouTube. Includes 4 hours of Streaming, Camera and AV technician labor.

### Package includes:

- Streaming device
- Audio mixer
- 4 Hours of camera and operator
- 4 Hours of AV technician

### Optional Equipment and Services:

- Password protected webinar
- Recording webinar
- Q&A and panel options

## Virtual/Hybrid Conference System Package - Starting at \$10,500

Need to pivot a physical meeting to virtual or hybrid meeting? Let us help you navigate the virtual meeting landscape from attendee registration to post production video.

Starting price includes the custom virtual conference portal and 8 hours of live streaming for 100 online attendees. Inquire for additional attendees.

### Package includes:

- Streaming equipment and cameras for 3 rooms
- AV technician
- Custom virtual conference portal
- 8 hours of live streaming to 100 online attendees

### Optional equipment and services:

- Chat and Q&A
- Basic support for remote presenters and attendees
- Video on demand hosting 1 month

**Every virtual conference is unique, please contact us to learn more about designing yours. [MononaTerrace.com](http://MononaTerrace.com) or 608.261.4000.**

Let us orchestrate *your* incredible.