



# MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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## REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

**April 17, 2025**

### **A. Administration:**

- GBCI requested additional information for the LEED application, staff submitted this in March.
- The former Associate Director of Operations and Quality position has been split into two management positions. One will oversee operations and maintenance; Bryan Cator has been promoted into this position. The other will oversee retail operations and quality; Lisa Sparks has been promoted into this position.
- An All-Staff meeting was held on March 24. The meeting concentrated on introducing new staff and reacquainting longtime staff with a variety of department functions. First, staff participated in some icebreaker activities then groups were sent on an architectural tour of the building, tours of the Kitchen and Command Center, and business office explained the budget process and shared 2024/2025 financial reports. The event was engineered by Lisa Sparks under her oversight of organizational quality.

### **B. Operations:**

- Work on the concrete by the bike elevator shaft has been completed and the has been fixed.
- Brad Lovell, safety coordinator trained the AV Techs and regular stagehands on use of the electric forklift.
- JWC came in early March to fix the airwall track in the Exhibition Hall.
- The chillers have been cleaned and are ready for cooling this spring/summer.
- Engineering came in to install a charger for the outdoor electric sweeper that Fleet is supplying.
- Operations set the outdoor furniture on the rooftop and Olin Terrace.

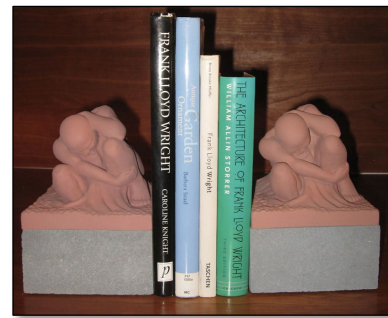
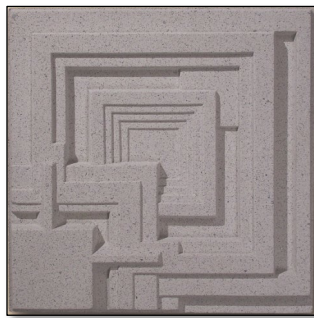
### **C. Community Relations:**

- Yoga Core continues as a hybrid event Tuesdays and Fridays at noon through May 23. Total attendance for March was 508 people with an average attendance of 73. The series is sponsored by Friends of Monona Terrace.
- Meditation at Monona Terrace is held as virtual event on Thursdays at noon through May 22. Total attendance for March was 260 with an average attendance per session of 65. The series is sponsored by Friends of Monona Terrace.

- Lakeside Dance Lab (18+) concluded in March with a final session on beginning Irish dance. The pre-St. Paddy's Day event on Thursday, March 13 at 6 pm had 90 people in attendance.
- The Kennedy Heights Neighborhood Center staff and volunteers visited for a tour and Froebel block workshop on March 31 with 13 people in attendance.
- Inspiring artists enjoyed a new program "Inspired by Wright: Brushes by the Lake" on Sunday, March 30. The event, led by Madison based watercolor artist Emily Marie, was planned by Community Events intern, Mackenzie Mike. Attendees painted the beautiful downtown skyline with Monona Terrace as the focal point.

#### **D. Gift Shop:**

- Gift Shop staff attended the quarterly meeting with the Frank Lloyd Wright Foundation's Merchandising Team to discuss new product development and licensing.
- New Frank Lloyd Wright cement garden sculpture replicas crafted in Snohomish, Washington, and Duarte Paper Art creative paper crafting kits have been added to the gift shop offerings:



#### **E. Sales and Marketing:**

- The March booking pace report is attached.
- Monona Terrace was represented by the sales team at the following virtual networking functions, trainings, and other industry events: DMI – New Faces New Places 03/13/25, Destination Madison Partner Pop Up 03/31/25.
- MT Sales team hit our 2025 Q1 revenue goals as a team, selling 101.2% of the 2025 Q1 goal.
- Steve, Breanne, and Mandy toured the new Wisconsin Youth Symphony Orchestra building on 3/13/25. Brand new \$25m facility on East Washington Ave constructed by Findorff. 40,000 sq ft total with rooms ranging from 2,900

sq ft to 80 sq ft. This venue targets the performing arts market with its smaller spaces and acoustically engineered walls.

- Several MT staff went live on the new Momentus software user interface in the month of March. Remaining staff will go live this summer when it is required by Momentus.
- Ornua Ingredients North America is a new client out of Whitehall WI, holding their ELT/SLT Off-Site June Meeting here for the first time with a group of 48 attendees.
- Histonics is a new client out of Minnesota that hosted a small meeting of 4 attendees.
- Morgan Murphy Media will be hosting their meeting with here in May 2025. This meeting was referred by Finance Committee Chair, and Board Member Glenn Krieg.
- Starbound National Talent Competition is back with their 2026 Starbound National Talent Competition (350 attendees). This client has booked this event here yearly since 2021.
- Orchid Quest rebooked for 2026. This will be their 2<sup>nd</sup> straight year here after a successful inaugural event with in 2025.
- Renew Wisconsin booked their 2026 Summit (600 attendees) here. They have also booked this Summit here once a year since 2016, other than 2021 due to the pandemic.
- Camp Kesem UW Madison Chapter rebooked “Make the Magic with Monona Terrace” in April 2026. Their fifth year here.
- Madison Home Expo is returning in 2027. This will be the seventeenth year in a row for this Legacy event.
- Below is a summary of all other events booked in February:

Repeat	New	Weddings
23	8	2

**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.
- May 2025 Total events =58 (0 pending)
  - 1 Convention
  - 18 Meetings
  - 11 Community Use
  - 1 Entertainment
  - 23 Banquets
  - 3 Conference
  - 1 Consumer

- Events of Note:
  - UW Law School Hooding Ceremony 1,600
  - UW-Madison Economics Department Graduation Celebration 725
  - 2025 Clean Lakes Breakfast 700
  - Middleton High School Prom 675
  - La Follette High School Prom 600
  - Madison Gives 2025 600
  - Candlelight Concerts 600
  - ACD Games Day 2025 550
  - 2025 Sun Prairie West High School Prom 550
  - Madison Comic Con 500
  - Excellence in Workforce and Economic Development Summit 500
- June 2025 Total events = 37 (2 pending)
  - 1 Convention
  - 10 Meetings
  - 7 Community Use
  - 2 Entertainment
  - 16 Banquets
  - 1 Conference
  - Events of Note:
    - iForward Graduation 2025 1,000
    - 2025 Assessment Center Institute 500
    - 2025 Coaches vs. Cancer Wisconsin Gala 450
    - JP Cullen Annual Dinner Meeting 450
    - 2025 Annual Madison Sports Hall of Fame Banquet 400
- July 2025 Total events =28 (1 pending)
  - 4 Convention
  - Meetings
  - 10 Community Use
  - Entertainment
  - 9 Banquets
  - Conference
  - 1 Consumer

- Events of Note:
  - 2025 Art Fair Off the Square 75,000
- Candlelight Concerts 600
  - 2025 Summer Policy Conference 450
  - Health Physics Society 2025 Annual Meeting 400
  - Potato Association of America 109th Annual Meeting 350
  - Closers Camp 300

**G. Business Office / Human Resources**

- March finances will be discussed at the board meeting.
- Interviews for maintenance mechanic 1 positions were conducted, there were several great interviewees and offers will be made to two of the candidates.
- Interviews for operations work positions, both fulltime and hourly were conducted and offers will be made to fill 2 fulltime and 7 hourly positions.