



# MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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## REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

January 17, 2019

### A. Administration:

- Staff continues to work on adapting the City Performance Excellence system into Monona Terrace's model. Voice of the Process Committee is fine-tuning the problem solving methodology. Three different versions have been tested and recommendations for the final version are in development.
- Staff worked with other City staff to implement a citywide employee survey. Initial returns reflect a 68% return rate.
- Staff is working on the Wisconsin Forward Award application, which must be completed and turned in by January 31.

### B. Operations:

- The Exhibition Floor was repaired and repainted in December.
- Two new water softeners were installed to replace the 21-year-old original softeners.
- The building interior was repainted.
- Many of the interior holiday décor arrangements were from the rooftop summer plantings and were assembled by volunteers.
- In 2018, the Audio-Visual department made history by reaching 2 million dollars in sales as of December.
- New audiovisual equipment purchased in 2018 reduced the need to rent any outside equipment for the Governor's Gala.
- Staff did a tremendous job setting up the Evers Inauguration Gala and providing high-level security for the VIP's during the event.
- Staff is in the process of cleaning and organizing the entire building and inventorying equipment.
- Staff has completed purchasing consumable supplies for 2019 with 2018 revenue dollars.

**C. Community Relations:**

- Meditation at Monona Terrace
  - Total Attendance for Fall = 393
  - Event Series Total Attendance for 2018 = 769
  - Event Series Average Attendance for 2018 = 51
- PechaKucha Night Madison
  - “PechaKucha All Stars” – November 29
  - Attendance = 168
  - Event Series Total Attendance for 2018 = 347
  - Event Series Average Attendance for 2018 = 86
- Wellness Talks
  - Staying Healthy During the Winter by Noah Fulton, LAC
  - Friday, December 7
  - Total Attendance = 22
  - Event Series Total Attendance for 2018 = 240
  - Event Series Average Attendance for 2018 = 48
- Daylong Meditation Retreat
  - Sunday, December 9
  - Total Attendance = 56
- Lunchtime Yoga
  - Total Attendance Fall = 277
  - Event Series Total Attendance for 2018 = 951
  - Event Series Average Attendance for 2018 = 67
- The Community Relations Department hosted a Holiday Party for 60 volunteers on December 6. All volunteers with milestone service years and hours received certificates and nametag badges.
- Staff helped to get the new Friends of Monona Terrace membership coordinator up and running. A campaign letter went out just after Christmas.
- Monona Terrace worked in partnership with Wisconsin Public Television to host two different screenings: WPT’s original production of “Wisconsin Water from the Air,” and “Victoria, Season 3 Premiere.”
- The new class of 16 docent trainees is finishing their practice with mentors, and beginning to give public tours.

**D. Gift Shop:**

- The annual holiday sale ran from Saturday, November 24 - Sunday, December 23, and almost everything was between 20-50% off.

- Advertisements in the following locations promoted the holiday sale:
  - *The Isthmus* Gift Giving Guide on November 15.
  - The *Wisconsin State Journal's* Holiday Idea Book, including both an ad and advertorial on November 18.
  - A digital ad on Madison.com
  - The *Wisconsin State Journal's* Last Minute Gift Ideas Sections on December 16, 19, and 20.
  - Overture Center's *Footlights* Holiday Program
- The gift shop participated in the Second Annual Museum Store Sunday event on Sunday, November 25. For the event, the store was open extended Sunday hours from 10am-5pm, and customers received a free snow globe with any purchase over \$25.00.
- Staff is gearing up for the year-end inventory count.

**E. Sales and Marketing:**

- The November and December booking pace reports are attached.
- Staff delivered treats with invitations for the December Celebration of the Season to clients the week of November 5.
- Several staff members met with Brett Remington (WI Forward Award consultant) for a number of multi-hour sessions to gather information for MT's application.
- Staff worked with Destination Madison (formerly GMCVB) to set 2019 performance incentive goals for the Bureau as part of the City/Destination Madison contract.
- The Monona Terrace Event Assistance Advisory Committee met December 4. Requests for a total of \$176,120 were approved for nine groups with a total estimated direct spending of \$5,658,549.
- Monona Terrace's "Celebration of the Season" appreciation reception for clients, sponsors and friends took place December 5. Turnout was strong with about 160 guests, not including staff.
- Staff participated in two Downtown Rotary planning committee meetings for the Rotary Ethics Symposium to be held at Monona Terrace on February 15. About 200 high school juniors from throughout Dane County participate annually to learn about ethical decision making.
- Monona Terrace was represented by the sales team at the following networking functions and other industry events: AFP Networking and Year End Luncheon, WARF Speaker Series, DMI networking, Latino Chamber of Commerce networking, Latino Professionals Association networking, and Madison Civics Club meeting.
- **Government Technology** will be returning in 2019 for their Digital Government Summit. This will be the 18<sup>th</sup> year that they have hosted this event. **YWCA** has booked their 10<sup>th</sup> Racial Justice Summit here. They have been here since 2009. Finally, appreciation is extended to the **Wisconsin**

**Cheese Makers** for returning here in 2020 for their World Championship Cheese Contest. They have been holding this event at Monona Terrace every other year since 2000.

- Below is a summary of all other events booked in the month of Nov/December:

<b>Repeat</b>	<b>New</b>	<b>Weddings</b>
44	11	8

**F. Event Services:**

- UPCOMING EVENTS:

Jan. 11-13	2019 Madison Home Expo	6000
Jan. 18	Madison Fire Department Recruit Graduation	250
Jan. 22-24	Dairy Business Association 2019 Dairy Strong	600
Jan. 25-26	Well Expo 2019	1000
Feb. 5-7	2019 WSCA Annual Conference (Wisconsin School Counselor Association)	1100
Feb. 15-17	2019 Madison Build, Remodel & Landscape Show	4000
Feb. 23-24	2019 Dairy-Aire Gymnastics Invitational	4000
Mar. 3	Q106 Storytellers	1000
Mar. 6	Business Day in Madison	1000
Mar. 9	Chosen Few Fighting Championships	1000
Mar. 17	27 <sup>th</sup> Annual CSA Open House (Community Supported Agriculture)	1400
Mar. 17	Natural Family Expo	3000
Mar. 21-23	Mary Kay Career Conference 2019	1300

**G. Business Office / Human Resources**

- November's finances will be discussed at the board meeting.
- Lisa Sparks is now formally the Gift Shop Manager. Lisa has been in the Gift Shop Lead worker position for many years and this promotion is long overdue.

- Fifty-five applicants applied for the Community and Public Relations position and a list of 10 were forwarded by City HR for interview. That number was quickly reduced to two after the first interview and we hope to identify our choice soon.
- Staff is currently working on getting approval to double-fill the Maintenance Supervisor position. Mike Waters will be retiring May 3 and we hope to have the new person trained before he leaves.