



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

October 17, 2013

A. Operations:

- Exterior building cleaning is halfway complete. The results are looking good.
- Maintenance is shutting things down for the winter and closing up the café.
- The fountain will be turned off and winterized in mid-October.
- AV is installing new phone network VM-ware (Virtual Machines/servers.)
- All public works contracts for the renovation project have been approved, the bids open and the vendors chosen. The contracting process is nearly complete. Staff is now coordinating with the vendors to schedule the projects according to the renovation timeline.

B. Community Relations:

- T'ai Chi at Monona Terrace 2013 Highlights:
 - Celebrating 14th year
 - Total Attendance = 882
 - Average attendance = 44
- Tunes at Monona Terrace:
 - The Liam Ford Band (Johnny Cash Tribute) – (9/4)
Attendance = 475
 - Madison Mellophonium Jazz Orchestra (Big Band) – (9/25)
Attendance = 268
- Terrace Town school registration closed after reaching capacity in three days. Enrollment is over 1500 students from 16 schools from the Madison, Sun Prairie and Verona school districts.

Preparation is underway for the Monona Terrace volunteer field trip on October 4, with 33 participants. The Chicago itinerary includes the Frank Lloyd Wright Home and Studio, Eli's Cheesecake Factory, and the Chicago Botanic Garden.

- A new series will kick off on Oct 1 called *Terrace Talks*. Based on the popular Ted Talks series, the events feature inspiring stories and interesting people. Chad Crittenden, the presenter for Oct 1, will be interviewed on NBC15 at 5pm on Sept 30 and 5pm Oct 1 on WKOW. Stay tuned!

C. Gift Shop:

- The new gift shop website is live. The new URL is: www.mononaterracegiftshop.com. It will be linked to the informational Monona Terrace website as soon as the last few bugs are fixed.
- Gift shop staff is working with the MATC Commercial Photography students to put together a new Monona Terrace Calendar for 2014.
- A sale special on Motawi Tile will run for the Month of October. All tiles will be 20% off.
- Top selling categories for September are:
 - Home Accessories 46% of total sales
 - Personal Accessories 18% of total sales
 - Clothing 10% of total sales

D. Sales and Marketing:

- The September booking pace report is attached.
- Staff attended the 61st Greater Madison Chamber of Commerce Annual Dinner on September 12th to network and show support for this event occurring at Monona Terrace.
- The Monona Terrace Event Booking Assistance Advisory Committee met on September 16th. Requests for assistance totaling \$17,075 were approved for a total of two conventions with combined estimated direct spending of \$889,651.
- Staff represented Monona Terrace at various functions including: Magnet, SMBA Monthly Luncheon, In Business Extreme Networking, DMI: What's Up Downtown networking, and the Sustain Dane meeting at the new public library.
- Staff participated in a two day site visit with the GMCVB for the American Meat Science Association. This is a convention scheduled for June of 2014 with 700 attendees and about 945 total hotel room nights.

- The following long term repeat clients deserve recognition and gratitude for their continued business: **The Athena Awards** will be here again in 2014; they have been with us since 2001. **BMO Harris Bank** is also coming back for their Business Banking Team Meeting which is their third year with us. **Xcel Energy** will be returning for their legislative day which will be their 5th year with us. Thanks also to **WEDA** for hosting the Governor’s Conference on Economic Development. That event has been with us since 2000.
- A summary of new and repeat events booked in September includes the following:

New Events	Repeat Events	Weddings
9	12	8

E. Event Services:

- UPCOMING EVENTS:

Oct. 6-10	2013 World Conference on Ecological Restoration	1200 ppl
Oct. 14-16	Glassroots Art Show	1400 ppl
Oct. 23-25	2013 Wisconsin State Music Conference	1300 ppl
Nov. 1-2	Fifth Annual Wisconsin Original Cheese Festival	600 ppl
Nov. 8-9	2013 Fall Madison Marathon	4000 ppl
Nov. 15-17	Winter Art Fair Off the Square	7500 ppl
Nov. 19	WHEDA Multifamily Housing Conference	600 ppl
Dec. 31	US Bank Eve 2013	3000 ppl

F. Business Office / Human Resources

- The September 2013 Financial Report will be discussed at the Board meeting.