



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

March 20, 2025

A. Administration:

- Staff is working with Leonardo Academy on the LEED application. There are review questions and clarifications that need response before the certification can be granted.
- Momentum, the event booking management software will be upgrading its user experience (UX). In other words, it's going to look different and work slightly different than it has for the last couple decades. This upgrade will be implemented in July. Administration staff is working with power users to test the new UX, reporting bugs and design flaws, in hopes of influencing change prior to the implementation. Administration staff is also meeting with departments to go over the changes they can expect when the new UX is permanently applied.

B. Operations:

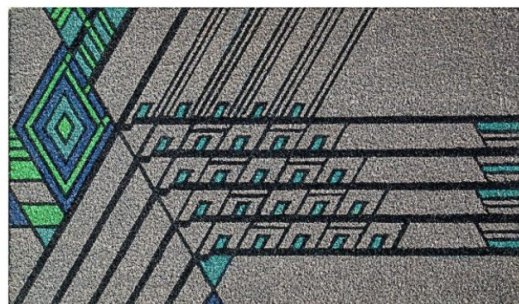
- The City Threat Assessment Team along with Risk and Safety are reviewing all agency emergency plans. We sent over our Emergency Plan, Rooftop Emergency Plan, and COOP Plan for review, and they were all approved.
- Spring Tasks: Custodial staff completed detailing all restrooms, escalators and elevators. Operations workers extracted all levels of the building carpet. They also completed all high dusting in the entryway and hallways on level 4. Staff met with our current landscaping company to go over the scope of services for maintaining the grounds this spring. Facility Maintenance Workers are getting caught up replacing interior building lights and painting on all levels. The Mechanic 1 is going through all exterior lights and replacing bulbs and ballast where needed before spring.
- Brad Lovell, Safety Coordinator, held Lockout/Tagout training with the Maintenance staff.
- Monona Catering passed their annual Public Health inspection. There were only 6 minor violations that the maintenance team has taken care of.
- The bike elevator has a crack in the cement surrounding the elevator shaft and is leaking on the elevator car when it rains. This will require concrete repair and quotes have been solicited. Temporarily the leak has been dammed with plastic and sandbags to keep the water out, and the elevator in service. Additionally, the level 2 east water heater reserve tank has a bad gasket that needs to be replaced. Repair quotes have been solicited from several plumbing companies.

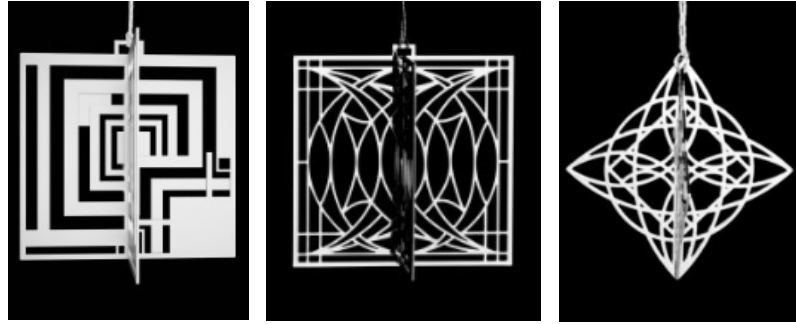
C. Community Relations:

- Monona Terrace partnered with Madison Parks and Olbrich Gardens to host the **Family Winter Prom** on Saturday, February 1 from 5:30-8:30 pm. This popular, and now annual event for families featured a DJ, craft stations and games, with an impressive turnout of 503 attendees. The event was designed to be accessible for families at \$5 per family registration fee.
- The **Lakeside Dance Lab** series has launched this year, with two very successful sessions so far. The Dane Dances Line Dance Preview featuring Francis Medrano on Thursday, February 6 at 6 pm had a total attendance of 258 people. Bachata Fusion with Luis Armacanqui on Thursday, February 20 at 6 pm had a total attendance of 135.
- **Yoga Core**, a hybrid wellness series, sponsored by Friends of Monona Terrace, continues to be a strong community offering. In February, total attendance reached 458, with an average of 76 participants per session (80 in-person, 378 online).
- **Meditation at Monona Terrace**, a virtual meditation series, also sponsored by Friends of Monona Terrace, engaged 286 attendees in February, averaging 72 participants per session.
- In honor of Black History Month, Monona Terrace partnered with The City of Madison Department of Civil Rights, and the Dane County Tamara D. Grigsby Office for Equity and Inclusion Center to do a film screening of *John Lewis: Good Trouble* on Thursday, February 27, at 6 pm. Total attendance for the film and special presentation was 110 people.
- A **Wright Design Series** lecture occurred on February 5 with a panel presentation to discuss Building for Protection: Design in the Age of Volatile Weather Conditions. The program was in person and attended by 39 people. A reception hosted by sponsor American Institute of Architects Wisconsin preceded the talk.
- Monona Terrace staff and volunteers led a group tour for Shabazz High School on February 12, providing an educational experience for 19 students focused on architecture and community spaces.

D. Gift Shop:

- Gift Shop has received several new items to start out the year, including new doormats, ready for spring weather, new mini 3-D metal ornaments with Frank Lloyd Wright Designs, new wood ornaments, made in Wisconsin:





- The Gift Shop manager is working on revising all training materials for staff due to a variety of software upgrades and procedural changes.
- The Gift Shop team is continuing the data management project for the Gift Shop.

E. Sales and Marketing:

- The February booking pace report is attached.
- Staff volunteered to assist with the Rotary Ethics Symposium held at Monona Terrace on February 7th. Organized by the Rotary Club of Madison (Downtown Rotary) the Symposium brings together about 200 high school juniors from more than 20 Dane County schools. The purpose of the half-day event is to engage the students in thinking about and discussing everyday ethical dilemmas and providing them with a framework to use for ethical decision making.
- The Monona Terrace Event Booking Assistance Advisory Committee met on February 25th. The Committee approved a total of \$126,200 in new requests for funding from six conventions with combined estimated direct spending of \$5,756,586. Additionally, the Committee approved rolling forward three previously approved funding requests totaling \$110,475. The conventions are changing their respective dates from 2026 to 2028, 2026 to 2027 and 2027 to 2028. The total estimated direct spending for these three groups is \$2,516,517.
- The Sales Team and Event Services Manager have a “field trip” scheduled in April to visit the Baird Center in Milwaukee for a tour and learning about the sales, event coordination and operational practices of another Wisconsin convention center.

- Sales has not noticed any effects on demand with our direct clients at this point due to the Federal spending cuts situation but will continue to monitor and report as necessary. There may be a few conventions Destination Madison is working with that might be affected, which are being worked through on case-by-case at this point.
- Staff has begun to test the new Momentus (formerly called USI) user interface to provide feedback and prepare for full implementation in June 2025.
- Monona Terrace was represented by the sales team at the following virtual networking functions, training, and other industry events: DMI - Downtown Madison + Milwaukee Exchange 02/21/25; Middleton Chamber Virtual Connections event 2/25/25; Meeting Professionals International Event - Unconscious Bias: Knowing What You Don't Know 02/27/25.
- Grosso University's "Closers Camp" is a new event for Monona Terrace. This is an immersive, high-energy, competition-driven sales training experience for top performers in the home improvement industry. Women in Construction is also new. They booked their 2026 BuildX Conference here in March of 2026. Another new client, Go Big Production booked Moms Unhinged Stand Up Comedy Show for the first time this March. They mentioned the possibility of booking with here 3 times a year.
- The returning Realtors Associations of South-Central Wisconsin has been booking here since 1997. They just booked their Wisconsin Realtors Association Education Event at Monona Terrace for first time this October. The UW Madison, Division of Extension, is returning with their Fathers in Focus Conference for the 2nd year. State of Wisconsin, Department of Administration has booked their DOA Risk Management Conference here. They booked this Conference with here for the first time in 1998. They have booked numerous meetings with us throughout the years and have returned now in 2023, 2024 and 2025 for their Annual Conference. Mad Hatters has booked another Candlelight Concert. They have been booking these here once a month since September 2023. Women in Government scheduled their 38th Annual Scholarship and Recognition Gala with Monona Terrace in April 2025 (19th year). Clasen Quality Chocolate rebooked their 2026 Perfect Attendance & Safe Driving Dinner (7th year).
- Below is a summary of all other events booked in February:

Repeat	New	Weddings
14	10	3

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.
- April 2025 Total events =52 (1 pending)
 - 3 Convention
 - 13 Meetings
 - 16 Community Use

- 3 Entertainment
- 12 Banquets
- 3 Conference
- 2 Consumer
- Events of Note:
 - Wisconsin Vintage Fest 4,000
 - Madison West High School Prom 2025 1,000
 - Wisconsin Hospital Association 2025 Advocacy Day 900
 - 2025 International Trails Summit 800
 - 2025 Access Community Health Centers Celebration of Service Dinner 800
 - 2025 Lunch for Libraries 700
 - Yu-Gi-Oh Regional 600
 - Candlelight Concerts 600
 - WI Realtor and Government Day 560
 - WVMA Blue Coat Ceremony 500
 - The Vault Runway Show 500
 - Concerts & Cuisine 500
- May 2025 Total events =56 (2 pending)
 - 1 Convention
 - 17 Meetings
 - 10 Community Use
 - 1 Entertainment
 - 23 Banquets
 - 3 Conference
 - 1 Consumer
 - Events of Note:
 - UW Law School Hooding Ceremony 1,600
 - UW-Madison Economics Dept 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
 - The Madison Region's Economic Development & Diversity Summit 2025 500
- June 2025 Total events =34 (1 pending)
 - 1 Convention
 - 8 Meetings
 - 7 Community Use
 - 2 Entertainment
 - 15 Banquets
 - 1 Conference
 - Events of Note:
 - iForward Graduation 2025 1,000
 - 2025 Assessment Center Institute 500
 - 2025 Coaches vs. Cancer Wisconsin Gala 450
 - Yu-Gi-Oh Regional 420
 - 2025 Annual Madison Sports Hall of Fame Banquet 400

G. Business Office / Human Resources

- Fulltime Operations Worker and Hourly Operations Worker positions were posted open and competitive the last 2 weeks of February. We will be interviewing in March to fill 1 fulltime Op's position and 4 hourly positions to help in both setup and cleaning.
- Interviews for the new Maintenance Supervisor were conducted in February. An offer was made and accepted. Jeff Bloch will be starting March 17.
- February finances will be discussed at the board meeting.