



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

August 18, 2022

A. Administration:

- Staff worked with George Austin to prepare the power point presentation that he gave to the Rotary Club on July 20. The presentation, entitled “The Power of a Grand Civic Vision: Monona Terrace at 25 Years,” explained the effect Monona Terrace had on both the economy and psychology of the city.
- Monona Terrace held a special **25th Anniversary Reunion Reception** on Friday, July 22 in appreciation of everyone who made Monona Terrace and the last 25 years possible. The event featured a video greeting from Paul Soglin, and speakers David Mollenhoff, Mary Lang Sollinger, and Greg Sweeney. Thank you to Monona Catering, the Board and One Parking for sponsoring this event. Additional, a big thank you goes to members who were able to attend and represent the board at this event.
- The new Outdoor Lighting Ordinance section 29.36 regulates all outdoor lighting installed on residential and commercial sites, public and privately owned within the City of Madison. The purpose of this ordinance is to create standards for outdoor lighting that do not interfere with the reasonable use of commercial and residential site property, that prevent light trespass and conserve energy yet maintain night time safety. Installation of outdoor lighting shall be in conformance with the provisions of this ordinance.

B. Operations:

- Staff is working with the City’s Safety Coordinator on planning an All Staff Blood Borne Pathogen Training.
- Staff worked very hard and did a fantastic job through June and July to detail clean the entire facility in preparation for the 25th anniversary celebration.
- City engineering obtained preliminary drawings for the parking ramp reinforcement/repair project. There is much more work to be done. MT staff will be included in the project meetings going forward. In addition, the State of WI is undertaking major rehabilitation work on the MT parking ramp. Work is expected to start in November 2022 and be completed by early October 2023. The project involves fixing the cracked pavement currently covered by a metal plate at the John Nolen Drive ramp entrance helix. Also, the level 4 main entrance drop-off lane will be reinforced with steel beams so busses can use it again, and other repair work will occur throughout the ramp. Towards the end of the project the ramp will be re-coated with an epoxy sealer and the parking stalls re-painted. A Monona Terrace staff team is meeting with the State of WI project team to coordinate closing off sections of the ramp to do the work in a way that least disrupts Monona Terrace customer events.

- The Olin Terrace Tile project is waiting on one more bid before purchasing will approve selection of a vendor.
- The rooftop irrigation project has been completed. Additionally, the next phase of decorative lighting for the rooftop is underway.

C. **Community Relations:**

- **“Building on a Dream” Our 25th Anniversary Celebration** was held on the rooftop on Sunday, July 24, delayed a day by weather. Almost 2,400 people attended the festivities. There were performances from Extra Crispy Brass Band, Dynamic Badgerettes, Orquesta MAS Madison All Stars, DJ Pain 1, and People Brothers Band, with a finale of Madison’s first ever drone show. Free cupcakes and Sassy Cow signature ice cream were provided to attendees, and food offerings were available from Monona Catering and two vendors. Celebratory remarks were given by Mayor Rhodes-Conway, State Tourism Department Secretary Anne Sayers, Downtown Madison Inc’s Jason Ilstrup, MT Executive Director Connie Thompson, MT Board Chair Judy Karofsky, and Friends of MT Chair Edith Hilliard. Monona Terrace thanks its sponsors for supporting this successful event and the Board for your help.
- **Our 25th Anniversary** received quite a bit of media coverage from the [State Journal](#), [NBC15](#), [Channel 3000](#), [Madison Magazine](#), [Cap Times](#), and [Cap Times Op Ed](#).
- **Concerts on the Rooftop** had a successful summer season with an average attendance per concert of 2,028 people. Over 10,140 people attended the five concert series. The event was sponsored by Leinenkugels, New Glarus Brewing, and Dane Arts.
- **Wellness Talks** “It’s Tick Season Again! What to Know and How to Stay Tick Free” was presented by Dr. Xia Lee, UW-Madison Department of Entomology on Wednesday, June 8 at noon with 123 attendees. The event was sponsored by Madison Senior and All of Us.
- **A Virtual Wright Design Series** program was offered on Wednesday, July 6, presented by Robert Hartnett, author of *Frank Lloyd Wright’s \$10,000 Home: History, Design, and Restoration of the Bach House*. There were 172 log-ins. Wright in Wisconsin sponsored the lecture. A future series on the Lake Monona waterfront project is in the works.

D. **Gift Shop:**

- Staff is still working with CP-Commerce, The Retail Computer Group, City Finance, and City IT, to finalize documentation regarding PCI compliance and P2PE (point-to-point encryption) in the Gift Shop.

- 25th Anniversary Merchandise was added to the shop. These items include tote bags, portable cutlery sets, glassware, hats, and water bottles.



- The Gift Shop hosted an Anniversary Sale to celebrate the 25th Anniversary with 25% off most merchandise from July 18 – 31.
- The annual Wright and Like tour was hosted in Madison this year, in partnership with Wright in Wisconsin. The Gift Shop had extended hours to accommodate the tour groups.
- UnityPoint Meriter Children’s Center has asked the Gift Shop to be a location for their “Eye Spy Art in the Community” family activity now through the Fall. The kids will be searching out the sculptures on our rooftop and then will stop in the Gift Shop for a free pencil souvenir as part of the scavenger hunt.
- A new line of RFID wallets featuring designs of Frank Lloyd Wright, Georgia O’Keeffe, Frida Kahlo, and Van Gogh are in-store now.



E. Sales and Marketing:

- The June and July booking pace reports are attached.
- Staff met numerous times in June and July to plan details for the Reunion Reception event and the Monona Terrace 25th Anniversary Celebration.
- Monona Terrace and Destination Madison staff are meeting on a regular basis to continue with implementation of the JLL Optimization Study recommendations.
- Staff has been working on the Monona Terrace 2023 Operating budget for several months. Projected expenses and revenue have been determined and submitted to the City, pending approval of the MT Board Finance Committee, and MT Board at the August meeting.

- Monona Terrace was represented by the sales team at the following virtual networking functions, training and other industry events: DMI What's Up Downtown, DMI Behind the Scenes, Chamber Lunch(UP) Date, MPI Summer Social, AFP Membership Networking, Destination Madison Summer Networking event, GM/DOS Meeting, and a webinar on Accessibility Today: Making Virtual and In-Person Events Inclusive for All. Staff participated in the MT 25th Anniversary events in July.
- The **Urban League** will be hosting their Diversity Summit here next year on May 10, 2023. This annual event has been held at Monona Terrace since 2011, apart from 2020 and 2021 due to the pandemic. Also returning after a long hiatus is **TDS**, hosting their Finance & IT Summit in 2023, which is a new event to Monona Terrace. TDS was last here in 2013 for their Sales Conference, it's great to have them back with this new event. Finally, **American Family** is back for their Leadership Rally in September of 2022. They expect around 1000 people to attend and were last here in 2019.
- Below is a summary of all other events booked in the month of June & July:

Repeat	New	Weddings	COVID-19 Rebook*
29	16	22	2

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

F. **Event Services:**

- There are currently no COVID-19 restrictions in place from Public Health Madison & Dane County. Clients determine what COVID-19 measures, if any; they have in place for their events.

Here is a summary of the events contracted (definite status) or under contract (pending status) for August, September and October. The attendance figures noted are preliminary numbers and will most likely change.

- August Total events = 28 (All definite)
 - 8 Meetings
 - 17 Banquets
 - 2 Conventions
 - 1 Consumer Show
 - Events of Note:
 - 2022 AMS Collective Madison Meeting, 750 people
 - Latino Chamber of Commerce Annual Awards Gala, 800 people
 - Parts Unlimited & Drag Specialties NVP Product Expo, 1000 people
- September Total events = 35 (34 definite, 1 pending)
 - 7 Meetings
 - 20 Banquets
 - 5 Conventions

- 2 Conferences
- 1 Consumer Show
- Events of Note:
 - Ironman Wisconsin, 4,000 athletes
 - WI Section of the American Water Works Association, 350 people
 - UWPEC Business Best Practices & Emerging Technologies, 600 people
 - ISSCR/ASGCT Madison international Symposium, 400 people
 - American Family Insurance Leadership Rally, 1,000 people
 - WHEDA Conference, 600 people
- October Total events = 32 (30 definite, 2 pending)
 - 4 Meetings
 - 16 Banquets
 - 3 Conventions
 - 6 Conferences
 - 3 Entertainment events
 - Events of Note:
 - Chosen Few Fighting Championships, 1,000 people
 - NAE4-HYDP National Conference, 900 people
 - Q106 Storytellers Concert, 900 people
 - Greater Madison Chamber of Commerce Annual Dinner, 1,000 people
 - Wisconsin State Music Conference, 1,300 people

G. Business Office / Human Resources

- June and July finance reports will be discussed at the board meeting.
- After a very long hiring process, 2 new fulltime Operations workers have started, Jeff Utter and Thubden Sangha.