



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

January 16, 2014

A. Operations:

- Renovation is proceeding as scheduled.

B. Community Relations

- Tunes at Monona Terrace:
 - Cork n' Bottle String Band (Bluegrass) – Nov. 6
 - Attendance = 260
 - Whoz Playing? (Hits of the 50s, 60s, 70s & 80s) – Nov. 20
 - Attendance = 205
 - Event Total Attendance for 2013 = 2,684
 - Event Average Attendance for 2013 = 335
- Meditation at Monona Terrace:
 - Event was held on Mondays from 11:45am-12:30pm • Oct. 28 – Dec. 16
 - Total Attendance for Fall = 733
 - Event Total Attendance for 2013 = 1,309
 - Event Average Attendance for 2013 = 81
- PechaKucha Night Madison:
 - “What Architecture Means to Me x PechaKucha” - Nov. 21
 - Attendance = 210
 - Event Total Attendance for 2013 = 720
 - Event Average Attendance for 2013 = 180

- Current activity in preparation for the Monona Terrace exhibit “Beyond the Drawing Board...The Journey of Frank Lloyd Wright’s Monona Terrace” includes: acquiring 2 Wright-designed chairs and a china set from Taliesin, writing copy, choosing images, selecting excerpts from audio files, and advising on multimedia components. The exhibit will open the last week of January.
- Staff hosted a holiday party for volunteers on December 18. Volunteers were presented with years of service badges, and some were awarded milestone certificates for their 5, 10 or 15 years of service.
- A new exhibition “Reflections: Madison” will feature photographs and poetry on Madison places and spaces by local artists, curated by David Wells. The exhibit will run for several months in early 2014.
- The value of local media generated in 2013 came to \$106,267.92. Community programs and the hotel/Judge Doyle Square project were predominant topics throughout the year.

C. Gift Shop:

- The Annual Gift Shop Sale was conducted from November 30th - December 23rd and was well received.
- MATC Calendar project was completed. The reception and unveiling of the calendar happened on November 19th with the students. This was a very successful and fun event.
- Ads were placed regarding the annual sale in the Footlights Flyer at the Overture Center for the fall season and two ads in the Wisconsin State Journal. The Wisconsin State Journal liked the ads so much that they asked to feature some of our items in a free two page spread about our shop in their Holiday Gift Guide.
- Interviews were conducted for our Gift Shop 50% position. The position will be filled in January.
- Top selling categories for November & December were:
 - Home Accessories 45% of total sales
 - Seasonal Items 19% of total sales
 - Personal Accessories 12% of total sales

D. Sales and Marketing:

- The November and December booking pace reports are attached.
- Staff attended the DMI Annual Dinner on November 13th to network and show support for this event occurring in our building.

- PR and Marketing staff worked with the videographer we hired to complete more aspects of the new MT marketing video. The script was finalized, background music chosen and the voice over recorded. Several days of video were shot in and around Monona Terrace. A number of Clients were identified to provide testimonials on camera for use in the video.
- Staff worked with the GMCVB to set 2014 performance goals for the Bureau as part of the City/GMCVB contract.
- The Monona Terrace “Celebration of the Season” clients and friends appreciation reception took place on December 11th in the Community Terrace. Weather cooperated and turn-out was strong with about 140 guests, plus staff attending.
- The Monona Terrace Event Assistance Fund Advisory Committee met on December 3rd. Requests for a total of \$113,900 in assistance funding were approved for six conventions with a total estimated direct spending of \$5,413,505.
- Staff represented Monona Terrace at various functions including: Madison College Meeting and Events class project/tour, Sales calls to deliver invitations and treats to select clients, MPI Fall Education Day, GM/DOS Meeting, MT Celebration of the Season, Latino Chamber Networking Event and the SMBA Networking luncheon.
- We have some long term repeat clients that we’d like to thank for their continued business: Webcrafters has again chosen Monona Terrace (16th year) as the location for their Old Timers Banquet, and Government Technology will be back for their 2014 Digital Government Summit which is their 13th year with us.
- Thanks also to Brandworks University by Lindsay Stone and Briggs. They have been with us since 1997. The Forward Technology group is new to MT, they have been at the Memorial Union for years and have made the switch to MT for this new event in 2014.
- A summary of new and repeat events booked in November/December includes the following:

New Events	Repeat Events	Weddings
16	50	7

E. Event Services:

- **UPCOMING EVENTS:**

Jan. 10-12	Madison Home Expo 2014	9000 ppl
Feb. 12-13	WEDA 2014 Governor’s Conference on Economic Development	400 ppl

Feb. 18-20	Wisconsin School Counselor Association (WSCA) Annual Conference	1100 ppl
Mar. 5-7	National Academic Advising Association (NACADA) Region V Conference	350 ppl
Mar. 8-9	2014 Gymfinity Invitational	1000 ppl
Mar. 13-14	Total Administrative Services Corporation (TASC) 2014 Annual Meeting	410 ppl
Mar. 17-19	2014 World Championship Cheese Contest	300 ppl
Mar. 21-22	Mary Kay Career Conference 2014	1500 ppl
Mar. 27-29	WPC 15 (The Matrix Center for the Advancement Of Social Equity and Inclusion)	2400 ppl

F. Business Office / Human Resources

- November Financials will be discussed at the board meeting.
- Quality Update will be discussed at the board meeting.



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BOOKING PACE AS OF 11/30/13

DEFINITE	2012	2013	2014	2015	2016	2017	Total	Δ Last Month
Convention	32	31	25	20	10	5	91	2
Conference	33	36	24	5	0	0	65	4
Banquet	179	221	128	0	0	0	349	18
Meeting	215	209	55	0	0	0	264	11
Consumer Show	21	31	11	3	0	0	45	4
Entertainment Event	111	146	56	0	0	0	202	4
DEFINITE TOTAL	591	674	299	28	10	5	1016	43
% Δ Last Year		+14%						

PENDING	2013	2014	2015	2016	2017	Total
Convention	0	0	1	1	1	3
Conference	0	0	4	0	0	4
Banquet	0	4	0	0	0	4
Meeting	0	14	0	0	0	14
Consumer Show	0	8	0	0	0	8
Entertainment Event	0	0	0	0	0	0
PENDING TOTAL	0	26	5	1	1	33

TENTATIVE	2013	2014	2015	2016	2017	Total
Convention	0	2	13	11	14	40
Conference	0	2	10	4	1	17
Banquet	2	25	17	0	0	44
Meeting	0	21	9	0	0	30
Consumer Show	0	2	9	4	3	18
Entertainment Event	0	27	18	1	1	47
TENTATIVE TOTAL	2	79	76	20	19	196



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BOOKING PACE AS OF 12/31/13

DEFINITE	2012	2013	2014	2015	2016	2017	Total	Δ Last Month
Convention	32	31	25	21	11	6	94	3
Conference	33	36	23	9	0	0	68	3
Banquet	179	221	139	0	0	0	360	11
Meeting	218	210	75	0	0	0	285	21
Consumer Show	21	31	18	3	0	0	52	7
Entertainment Event	111	146	61	0	0	0	207	5
DEFINITE TOTAL	594	675	341	33	11	6	1066	50
% Δ Last Year		+14%						

PENDING	2013	2014	2015	2016	2017	Total
Convention	0	0	1	0	0	1
Conference	0	0	0	0	0	0
Banquet	0	5	0	0	0	5
Meeting	0	9	0	0	0	9
Consumer Show	0	1	0	0	0	1
Entertainment Event	0	0	0	0	0	0
PENDING TOTAL	0	15	1	0	0	16

TENTATIVE	2013	2014	2015	2016	2017	Total
Convention	0	2	13	11	14	40
Conference	0	3	7	4	1	15
Banquet	0	31	29	0	0	60
Meeting	0	10	9	0	0	19
Consumer Show	0	1	9	4	3	17
Entertainment Event	0	29	18	1	1	49
TENTATIVE TOTAL	0	76	85	20	19	200