



# MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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## REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

October 22, 2015

### A. Operations:

- Facility/maintenance worker position description has been written and is in the process for internal and mayoral approval. The hope is to have someone on board by Jan.1, 2016.
- We are in the process of upgrading our fire panel. We have an RFP out for an engineering firm to spec the project. The RFP is due Oct. 6<sup>th</sup>.
- The rooftop restroom remodeling project is progressing and should be starting in Dec. or Jan.

### B. Community Relations:

- Lunchtime Yoga: Fall Season
  - Event Total Attendance = 524
  - Event Average Attendance = 58
  - Number of Event Attendees = 153
- Tunes at Monona Terrace:
  - Mama Digdown's Brass Band (New Orleans Jazz)
  - Attendance = 380
- Over 200 people attended a Wright Design Series screening of the PBS film *American Masters: Pedro E. Guerrero*, held on September 1. Following the documentary, visitors were invited to have refreshments and view the exhibit of Guerrero's work in the building.
- Staff manned a booth at Maker Faire Milwaukee September 26-27 to promote the Madison Mini Maker Faire in May to exhibitors and visitors.
- Staff provided tours to a UK travel writer hosted by the WI Department of Tourism, and an editor at Premier Travel Media, a group tour media group.
- Staff met with numerous potential sponsors for Maker Faire 2016, as well as Festival Foods for Concerts on the Rooftop. Festival has signed on for 2016 as a Platinum sponsor.

**C. Gift Shop:**

- New home decor items for the holidays have arrived in the shop. They will be put on display after Halloween.
- The “Thank You” coupon for the Monona Terrace volunteers for the month of September was well received.
- The Gift Shop was open this year for the Ironman Race, which has not been done since Ironman’s first year in the building.
- “Staff Favorites” signage has been introduced on select products.
- New Frank Lloyd Wright items include a series of mugs with photos and quotes of Frank Lloyd Wright. Another new item is a birdhouse featuring the Dana Thomas House design.

**D. Sales and Marketing:**

- The September booking pace report is attached.
- The Monona Terrace Event Assistance Fund Advisory Committee met on September 22<sup>nd</sup>. Requests for \$71,000 in assistance funding were approved for two conventions with total estimated direct spending of \$2,958,511. A request to roll \$3,750 in already approved funds forward from 2018 to 2019 was approved. The WI Society of Science Teachers changed the year of their event at MT. The Committee approved an exception to normal criteria and allowed the University and College Designers Association to be offered previously approved funding of \$10,500 although they will block guest rooms at just one hotel. The GMCVB is confident that guest rooms will be consumed at other local hotels by this group, but the organizers do not want to set-up additional room blocks and be responsible for those rooms. The Committee was clear that this is an exception very unlikely to be repeated, and sets no precedent whatsoever for other groups.
- Staff took a guided tour of the Epic corporate campus in Verona. An Epic staff member walked the group around the campus through many buildings, highlighting the amazing facilities available to the Epic employees and customers.
- Monona Terrace was represented by the sales team at the following networking functions and other events: DMI New Faces New Places networking, SMBA Networking Luncheon, MPI monthly meeting and the MAGNET Networking Event.
- Staff has been attending the Women’s Leadership Academy put on by the City of Madison. It is a series of 5 dates that discuss various topics affecting women in the work place.

- Staff continues to work on the WI Forward Award in preparation for the examiner's visit. Staff is leading small work groups addressing specific chapters of the application submission.
- Staff was part of a panel for an Edgewood College capstone communications class.
- Repeat events include **Business Day in Madison**, now signed with us for 2017. This event has been here since 1998 and the client's loyalty is appreciated. Also recognized for repeat business is **Central States Water Environment Association** for hosting their 21<sup>st</sup> Education Seminar in April of 2016. It will be the 16th year at Monona Terrace.
- Below is a summary of all other events booked in the month of September:

<b>Repeat Events</b>	<b>New Events</b>	<b>Weddings</b>
16	4	5

**E. Event Services:**

- UPCOMING EVENTS:

Oct. 5-7	Glassroots Art Show	1,400
Oct. 9-11	Freedom from Religion Foundation Convention	500
Oct. 15-17	2015 InSession-Wisconsin's Largest Dental Study Club (Wisconsin Dental Association)	1,200
Oct. 24	Madison Area Police and Fire Charity Ball (IAFF Local 311)	700
Oct. 26	DMI-Downtown Madison Inc. Annual Dinner	500
Oct. 28-30	2015 Wisconsin State Music Conference	1,300
Nov. 6-7	Fall Madison Marathon Expo	4,500
Nov. 11-13	Statewide Cooperative Extension Conference	600
Nov. 13-15	Winter Art Fair Off the Square	7,500
Nov. 19	United Way of Dane County Campaign Celebration	1,200
Dec. 20	Edgewood College Commencement Ceremony & Reception	2,200
Dec. 31	US Bank Eve 2015	3,000

**F. Business Office / Human Resources**

- September finances will be discussed at the board meeting.
- The Wisconsin Forward Award examiners will be here on October 19th and 20th to examine our business practices. The results should come back in early December.