



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

November 21, 2024

A. Administration:

- Staff tested and trained on the new Exhibitor Service Center. This feature is part of the new Momentus event management software. When an event has booths and exhibitors, this shop will allow them to order their utility services and AV needs. It is a more intuitive shopping experience than was previously available in the old software.
- The LEED Certification documentation is wrapping up and will be submitted in December. This new cycle of LEED certification has criteria that is more difficult for existing buildings to meet at the platinum level. The consultants will be coming up with numerous strategies for us to pursue in the next 5 years so that platinum will be attainable for Monona Terrace.

B. Operations:

- The new chairs arrived, and arrangements were made to store the old chairs until they claimed by city agencies or sold at public auction.
- The rooftop and building are being readied for winter. Rooftop furniture has been stored away and the steam has been turned on.
- October was an incredibly busy month for the Operations and AV staff. They have performed admirably.
- Maintenance staff are also staying very busy and are doing well despite operating shorthanded

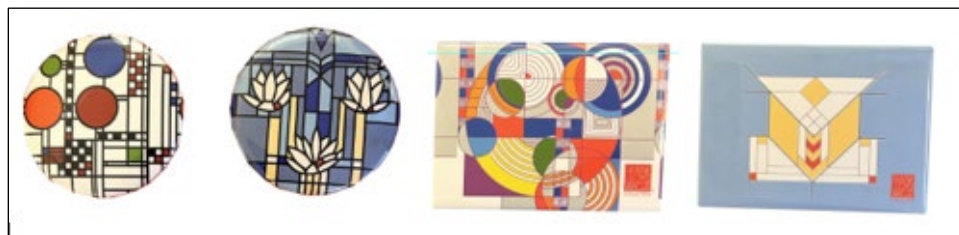
C. Community Relations:

- Virtual Meditation at Monona Terrace continued weekly on Thursdays from September 19 to December 19, from noon to 12:45 pm. In October, this program attracted a total of 449 attendees, with an average of 90 participants per session. This program is sponsored by Friends of Monona Terrace.
- Yoga Core sessions continue as a hybrid event on Tuesdays and Fridays from October 11 to December 20, from noon to 12:45 pm. October attendance totaled 327, with 65 participants joining in person and 262 attending virtually, averaging 82 participants per session. Friends of Monona Terrace also sponsored this event.
- On Sunday, October 13, Monona Terrace hosted an in-person Mini Meditation Retreat led by Dr. Sarah Moore, from 10:00 am to 1:00 pm, attracting 50 participants who gathered to relax, destress, and deepen their meditation practice.

- In celebration of “Archtober,” Monona Terrace presented two Wright Design Series lectures as part of an initiative by the American Institute of Architects Wisconsin to increase public engagement with architecture. On October 3, Paul Bauknight presented "Place, Urbanism and Social Justice" to 30 in-person attendees and 55 virtual attendees, with sponsorship from the Madison Trust for Historic Preservation. On October 30, Jacob Morrison’s lecture, "The Architecture of Connection," drew 19 in-person attendees and 60 virtual participants.
- Staff led group tours for visiting groups, including Road Scholars, MISO States, and the Wisconsin Chiba Delegation, showcasing Monona Terrace and its architectural significance.
- Monona Terrace volunteers enjoyed a field trip on October 23 to Rockford, Illinois, to explore the Frank Lloyd Wright-designed Laurent House, Pettit Chapel, and Anderson Japanese Gardens. This year, volunteers from the Unitarian Meeting House joined the trip for the first time.
- On October 27, staff hosted an Inspired by Wright program, offering a hands-on exploration of Frank Lloyd Wright’s architectural principles.

D. Gift Shop:

- The Gift Shop met with the Frank Lloyd Wright Foundation to discuss future product development ideas.
- The Gift Shop received several new products for October, including a variety of new Frank Lloyd Wright mugs, new Frank Lloyd Wright magnets and buttons, new custom Madison themed hats and New Wisconsin and Madison themed kids’ books.





E. Sales and Marketing:

- The October booking pace report is attached.
- Breanne Chase was the recipient of a Team City Award for her great work over 20 years with Monona Terrace. She was nominated by former sales manager, Amanda Wilkins, and the award was presented to her by the Mayor.
- Several staff attended a mandatory City of Madison training for supervisors called, “Building a Gender Inclusive Workplace.”
- Monona Terrace was represented by the sales team at the following networking functions, training, and other industry events: MPI Event/Lake Geneva – the Abbey Resort, Alliant Energy Center Plaza Ribbon Cutting, 71st Annual Greater Madison Chamber of Commerce Dinner
- ABC News/Election Day Coverage: This was the first time ABC News has done National Broadcasting from Monona Terrace on Election Day.
- Azura Memory care is a new client that has booked their first Azura Operations Meeting with us.
- Greater Madison Chamber of Commerce has booked their 72nd Annual Dinner here for 2025. They are thinking of possibly expanding this event and have put holds on additional space while they brainstorm possibilities within the building. It’s exciting that GMCC is always thinking about bigger and better iterations of the dinner each year.
- Foundation for Black Women’s Wellness booked their 17th Annual Black Women’s Wellness Day. They first booked this event with here in 2023, and this will be their third year in a row returning.
- World Championship Cheese Contest is coming back in 2026. This is a bi-annual event held at Monona Terrace since 2010.

- Zeteo Community is returning for their Annual Banquet in May 2025 (their second year here). Albanian American Community of Wisconsin is returning for their Independence Day Celebration in November 2024 (their third year here).
- Below is a summary of all other events booked in October:

Repeat	New	Weddings
21	5	8

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.
- December Total events = 38 (2 pending)
 - 4 Meetings
 - 11 Community Use
 - 4 Entertainment
 - 12 Banquets
 - 2 Conference
 - 5 Consumer
 - Events of Note:
 - Madison's 28th Annual Fair Trade Holiday Festival 4,500
 - DCFM Holiday Farmers' Market 1,200
 - DCFM Holiday Farmers' Market 1,200
 - DCFM Holiday Farmers' Market 1,200
 - Promega Corporation Holiday Party 2024 800
 - Mighty Con 500
 - St. Ambrose Academy Annual Banquet 500
 - 2 Candlelight Concerts, 600
- January 2025 Total events = 20 (1 pending)
 - 4 Meetings
 - 3 Community Use
 - 3 Entertainment
 - 5 Banquets
 - 3 Conference
 - 2 Consumer
 - Events of Note:

- 2025 Madison Home Expo 6,000
 - Orchid Growers' Guild 2,000
 - Chosen Few Fighting Championships 1,000
 - Family Winter Prom 500
 - Candlelight Concerts 600
- February 2025 Total events = 20 (1 pending)
 - 1 Convention
 - 6 Meetings
 - 2 Community Use
 - 2 Entertainment
 - 5 Banquets
 - 2 Conference
 - 2 Consumer
 - Events of Note:
 - 2025 Dairy-Aire Gymnastics Invitational 4,000
 - POP Cats 4,000
 - 2025 Madison Build, Remodel & Landscape Show 4,000
 - United Way of Dane County 2025 Community Luncheon 950
 - Findorff Employee Recognition Party 700
 - WNA Nurses Day at the Capitol 700
 - Candlelight Concerts 600
 - 2025 RENEW Wisconsin Summit 600

G. Business Office / Human Resources

- The finance report for October will be discussed at the board meeting.
- The IT/AV manager position has not been filled.