



# 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 17, 2011

### A. Operations:

- The capital portion of the steam bill will be about \$1,000 less per month in 2011. There are a number of reasons why the lower billing will occur including fewer capital improvements to the State steam plant.
- The second phase of the window replacement project should start in about 6-8 weeks. This project includes replacing window panes where the weather seal has failed. In 2009, we replaced about 35 panes and will do about the same in 2011.
- The wall fabric on the moveable walls in the various meeting rooms will be replaced in 2011 and, as time and weather permits, painting projects on the interior and exterior will be completed.
- Staff met with representatives of the State, who wanted to brief Monona Terrace on the building improvement project scheduled to take place in 2011-2012 at the Department of Health and Family Services building. This building is located next to Olin Terrace on the southwest side of the property. The project scope of work includes: sand blasting the exterior, tuck pointing, replacing windows, and generally addressing all exterior building finishes. The state expects the project to take between 18-24 months to complete. ‘
- Monona Terrace received an Emergency Management Memorandum of Understanding (MOU), from a third party representing Dane County. The MOU requested the use of Monona Terrace as an emergency medical facility during the time of a local disaster. Staff had a meeting with representatives from the Madison Fire Department, City Attorney’s office and Mayor’s office to discuss. The issue was turned over to the City of Madison’s designated emergency management contact to look into the issue and find out more detail about the intent of the MOU. Monona Terrace has some concerns with the proposed language, affect on current contracts and general activities associated with such use.

## **B. Community Relations:**

- In February, staff and volunteers provided tours to Cottage Grove Elementary and Wisconsin English as a Second Language Institute. Coming up are programs for Randall Elementary (Madison), Mothers of Sigma Phi Epsilon, Glenn Stephens Elementary, UW Design Studies students, Appleton Boys Choir, and Wisconsin Education Service for the Deaf and Hard of Hearing.
- Community Relations intern Valerie Chesnik is preparing a training for MT volunteers that will introduce a new web-based scheduling application. "VicNet" will allow volunteers to schedule themselves online, track their hours, and reference communications from staff, among other benefits.
- Staff and Community Relations intern Sarah Hendrix ran a Brownie scout workshop on February 19 with 22 girls in attendance. The brownies did activities related to geometry and earned their "Numbers and Shapes" badge.
- Staff is doing initial planning for Terrace Town 2011/12. An announcement of the program dates will go out to teachers in the next month.
- Staff is working on a visitor survey that would get feedback from our visitors who are not attending an event, but rather are coming to Monona Terrace to take a tour, use the Gift Shop or cafes, or just "looking around."
- Staff participated in several social media trainings/webinars about effective use of LinkedIn, Facebook, and Trip Advisor.
- A request was made for grant funding from the Graham Foundation in support of The Wright Design Series 2011-12. This is a first time application for Monona Terrace with this foundation. Monona Terrace also submitted application with Dane County Cultural Affairs for the same series this month.
- Staff attended a PechaKucka hosted by High Tech Happy Hour. PechaKucha is a collaborative event where 10 presenters utilize a powerpoint of 20 slides for 20 seconds. Monona Terrace has and will continue to host similar events as related to design as part of the Wright Design Series.
- Staff is participating as a member of the website redesign committee for The Business Forum, a professional women's networking group here in Madison.
- Monona Terrace has been selected the best Conference Center in Wisconsin Meetings' annual survey of readers.
- Editorial interviews took place this month with *Wisconsin Meetings* about meetings in Madison and the region, to appear in the March issue, and in *Corporate Report* magazine, on sustainable practices at Monona Terrace to appear in the April issue.

- The Wright Lecture Series held on Thursday, February 3, featured the film “Louis Sullivan: The Struggle for American Architecture.” This award-winning documentary about the revolutionary and brilliant Chicago architect Louis Sullivan (1856-1924); follows his rapid rise to fame, tragic decline, and the ultimate triumph of his creative spirit. The filmmaker, Mark Smith, was on hand to take question and to sign copies of the DVD after the event. The film was well received with 220 people in attendance.
- February “Tunes at Monona Terrace” showcased a new polka band to the series, the Bob Klinger Band. They performed for a crowd of 150 people which may have been larger had there not been a dense fog warning that evening. The fog couldn’t keep the dancers away for the dance floor was filled all evening.
- Staff was a guest on the program Senior Beat, a Madison City Channel program that is dedicated to positive aging, promoting the upcoming event Full Speed Ahead After 50 which will take place on March 17 at Monona Terrace. The episode will be run starting March 1.
- Staff gave a presentation on Corporate Sponsorship to a class of MATC students enrolled in the Meeting and Event Planning Associate Degree Program on February 16.
- Staff attended a “Servant Leadership” workshop at the Memorial Union with other Monona Terrace management staff on Tuesday, February 8.
- Staff attended “Plan for Success” the second class of the 7-week course “Increasing the Effectiveness of Your Volunteer Program” offered by United Way of Dane County Volunteer Center and Dance County Administrators of Volunteer Services.

**C. Gift Shop:**

- The Gift Shop sold DVDs at the Wright Lecture Series on February 3<sup>rd</sup>. The film was so well received that we have purchased a few copies of The Louis Sullivan DVD to have available for sale in the store.
- New signage has been created for the Gift Shop and the store has been rearranged for the spring season.
- New zip-front Monona Terrace sweatshirts have been made and are now for sale in the store.
- We offered a coupon to the attendees of the SWEIO convention once again this year. It wasn’t as well received as it had been in years past due to events at the State Capitol.
- Jewelry was on sale for the month of February.
- Eight web site orders were placed in February, with an average sale of \$94.87. Our in store per sale average was \$25.48.

#### D. Sales and Marketing:

- The February booking pace report is attached.
- Staff is participating in an Edgewood College mentoring program for students in advanced classes within the Communication Studies Department.
- The Monona Terrace Event Assistance Fund Advisory Committee met on February 8<sup>th</sup>. \$96,005 in funding was approved for five conventions with a total estimated direct spending impact of \$5,007,400.
- Staff worked with Baker Tilly to provide the information they requested to independently calculate the estimated economic impact of Monona Terrace's 2010 conventions and conferences. Part of the project was conducting an almost year-long survey of event attendees to help verify and update the per-delegate spending figures used in the calculations. A sample size goal of 1,000 completed surveys was set, and we achieved 1,541 completed surveys. Baker Tilly designed the spending survey and received the results directly through Survey Monkey. The Monona Terrace economic impact calculations have been completed and the result was reported in Gregg's 2010 year-end report.
- MT and GMCVB staffs met to discuss marketing strategies for conventions considering Madison and Monona Terrace.
- Staff joined the Rotary Club of Madison (Downtown Rotary) to represent Monona Terrace.
- Staff attended the annual conference of the Association for Convention Sales and Marketing Executives. Seminar/Panel Discussion topics included: It's Not All About Free Wi-Fi; On-line RFP Services and Third Party Companies; Developing Compelling Websites for Convention Centers Associations, and Convention Bureaus.
- Staff represented Monona Terrace at a number of events in February including: WSAE Monthly Meeting held at the Sheraton on Feb. 15<sup>th</sup>; SME monthly luncheon and DMI New Places New Faces networking event on February 10<sup>th</sup>; MPI-WI Chapter meeting in Madison on February 10; GM/DOS meeting on February 23; DMI What's Up Downtown meeting on February 24.
- Staff attended Servant Leadership training/seminar on February 8<sup>th</sup>.
- Staff personally delivered small appreciation gifts to clients the week of February 14<sup>th</sup>.
- **Midwest Jewelers** has again chosen Monona Terrace for their 2011 Trade Show, which is their 3<sup>rd</sup> year, and **Glassroots Art Show** has returned for their 2011 Trade Show, which will be their 3<sup>rd</sup> year with us. **Mead and Hunt** will return for their Project Management Conference 2011, of which this is their 4<sup>th</sup> straight year and **CPM Marketing** has booked their 10<sup>th</sup> holiday party with Monona Terrace in December 2011.

- Additional repeat events booked in the month of February include the following:
  - Alzheimer's Association Memory Walk – September 2011 (2<sup>nd</sup> year)
  - WI/Northern IL Fence Assn. –March 2011 (2<sup>nd</sup> year)
  - Kraft Foods Holiday Reception- December 2011 (13<sup>th</sup> year)
  - Thompson Investment Management – September 2011 (8<sup>th</sup> year)
  - Constant Contact Seminars – March 2011(3<sup>rd</sup> year)
  - Transportation Development Association – September 2011 (4<sup>th</sup> year)
  - WIN Luncheon – May 2011 (2<sup>nd</sup> year)
  - Sortis Marketing – March 2011 (3<sup>rd</sup> year)
  - Forward Community Investments –June 2011 (2<sup>nd</sup> year)
  - Combat Blindness Foundation- October 2011 (2<sup>nd</sup> year)
  - UW Dept of Neurosurgery Holiday Party- December 2011 (2<sup>nd</sup> year)
  - Edgewood College Winter Frost Ball- February 2012 (10<sup>th</sup> year)
  - Mead and Hunt – *repeat business/new event*-March 2011 (2 day meeting for 50)
  - Fairway Independent Mortgage-*repeat business/new event*-March 2011 (Meeting for 50)
  - Firefighters Local 311-*repeat business/new event*-February 2011(meeting for 150)
  - American Family-*repeat business/new event*-July 2011 (meeting for 150)
  - Edward Jones-*repeat business/new event*-February 2011 (meeting for 55)
  
- New business in February includes the following along with 3 wedding receptions:
  - Miron Construction –August 2011 (meeting for 104)
  - WMC Retirement Dinner – March 2011 (Banquet for 300)
  - MWFPA Annual Convention –November 2012 (Convention for 600)
  - All Member MTI General Meeting-February 2011(Meeting for 3000)
  - Labor Worker Rally-February 2011 (Concert for 5000)
  - ENT Seminar-May 2011 (Meeting for 100)
  - Flash Bus Tour –April 2011 (meeting for 300)
  - WI Soybean Association –March 2011 (meeting for 15)
  - BASF North Central Area – March 2011 (2 day meeting for 12)
  - WESLI – March 2011 (meeting for 300)
  - Starker Wedding – March 2011 (ceremony for 15)
  - UW Men's Rugby Fight Hunger for April Fools Event -April 2011 (banquet for 500 people)
  - Andrea Zavala's Quinceanera- November 2011 (banquet for 200 people)
  - Armando Montelongo Real Estate Seminar-March 2011 (meeting for 75)
  - WI Bioenergy Initiative-April 2011 (meeting for 150)

## E. Event Services:

- **PAST EVENTS:**

- Madison Media Institute Graduation, February 5 - The Madison Media Institute (MMI) held their graduation ceremony at Monona Terrace on February 5. A creative video clip was played at the beginning of the program introducing the 105 graduates one by one. After the welcome, the graduates received their diplomas on stage in front of 450 of their closest family members and friends. The event ran very smoothly. MMI is planning on returning in 2012 with 1000 guests and the booking of a bigger space for that event is in process.
- WEDA 2011 Governor's Conference on Economic Development, February 10-11 - the Wisconsin Economic Development Association (WEDA) hosted the annual Governor's Conference on Economic Development in February. This year's conference theme was "Be Bold Wisconsin – Building Business." The two-day conference schedule included general sessions and panel discussions in the Hall of Ideas and meal functions in the Grand Terrace. Thirty exhibiting companies had tabletop displays in Ballroom AB. On the last day of the conference, Governor Scott Walker spoke to the group, outlining his administration's major economic development policy initiatives. Approximately 325 people attended the conference.
- Wisconsin Land Information Association (WLIA) 24<sup>th</sup> Annual Conference, February 16-18 - WLIA hosted their annual conference at Monona Terrace for the first time in February. WLIA is a grassroots organization representing a collection of concerned professionals working to develop, maintain, and apply a network of statewide land information systems. The theme of the conference was "Embracing the Wisconsin Idea, Integrating Our Efforts, Extending Our Reach." The first day of the event included pre-conference workshops in three sections of the Hall of Ideas. Days two and three were full conference days with general sessions and lunches in Ballrooms AB, educational tracks in the Hall of Ideas and 35 exhibits in the Grand Terrace and the Capitol Promenade. The organization was delighted with the high turnout for the conference, with registration reaching over 490.
- City of Madison Fire Dept. Promotion Ceremony, February 18 - Monona Terrace was pleased to host the City Of Madison Fire Department Promotion Ceremony in the Lecture Hall in February. Over 200 guests came to see the 16 honorees receive their promotions. After the ceremony, guests gathered in Meeting Rooms PQ for refreshments.
- All Member Madison Teachers Inc. (MTI) General Meeting, February 20 - Nearly 3000 of Madison's teachers/assistants and staff gathered on Sunday, February 20<sup>th</sup> to discuss the budget 'repair bill' introduced by the state's governor. As the request to book space came on a Friday, it was a scramble to produce a successful event for Sunday. However, staff from all departments came together to ensure that the client's needs were met and a successful event happened.

- Labor Worker Rally (AFSCME WI Council 40), February 21 - The director of sales received a call at home on Sunday, February 20<sup>th</sup> to organize an event for the next day: Monday, February 21<sup>st</sup>. Once again staff worked together to execute a function that had a very quick booking cycle. We are happy to report that the rally/concert was a success. The concert was head-lined by Tom Morello, an activist and lead singer of a band called Rage Against the Machine. Nearly 4,000 people entered the building for this event and overall a good time was had by all.
- Business Day in Madison, February 23 - Wisconsin Manufacturers and Commerce returned to Monona Terrace to host their annual event, Business Day in Madison. This year's event was very well attended, with close to 1,000 members participating over the course of the day. The day began with sponsor and partner member briefings. The group then came together for general sessions. The program included two keynote speakers: Dr. Larry Sabato, an election analyst and author of *Larry Sabato's Crystal Ball* and Stuart Varney, a business and financial journalist and host of Varney & Company. Special guest speakers were Governor Scott Walker and Congressman Paul Ryan. Due to concerns regarding potential protest issues, the Madison Police Department was on-site. We are happy to report that all went well.
- SWEIO Convention (Southern WI Educational In-service Organization), February 25 - The 120<sup>th</sup> annual convention for SWEIO was held at Monona Terrace on February 25. We were very pleased to have this group back with us for the 14<sup>th</sup> straight year. Over the course of the day, educators had the opportunity to choose from 40 presentations on a wide variety of topics. The group used all of the function spaces on Level 4. This year's keynote speaker was Michael Wesch from Kansas State University and his session was entitled "You, Your Students and Social Media." Mr. Wesch was the 2008 National Professor of the Year.
- Rotary Ethics Symposium, March 4 - The Madison Rotary Foundation returned to Monona Terrace to host their annual Ethics Symposium. The event's mission is to conduct an annual experience focused primarily on juniors in high school that engages them in personal decision-making designed to foster life-long reflection on the ethical dimensions of their living. The keynote presentation featured the performance of "Ethical Dilemma" by First Wave, which is an ensemble and hip-hop group composed of UW Madison students. After the opening session, the 275 high school students chose from 11 different breakout sessions, including topics on Ethics in Bullying/Cliques, Dating/Friendship, Social Media and Internet Use, etc. The event wrapped up with box lunches and a closing session in the Madison Ballroom.

- **UPCOMING EVENTS:**

Mar. 8	WNA Nurses Day at the Capitol (WI Nurses Association)	450 ppl
Mar. 9	Ag Day at the Capitol	600 ppl
Mar. 11	Madison Fire Dept. Recruit Commencement	200 ppl
Mar. 13	2011 CSA Open House (Madison Area Community Supported Agriculture)	1600 ppl
Mar. 15	2011 ATHENA Award Program	400 ppl
Mar. 16	WI League of Conversation Voters Citizen Lobby Day	500 ppl
Mar. 18-19	MIM: Psychiatric Update/Spring 2011	250 ppl
Mar. 20-22	WI Educational Media and Technology Assn. Conv.	640 ppl
Mar. 22-23	WiscNet Future Technology Conference	300 ppl
Mar. 23-25	TASC 2011 Annual Meeting	300 ppl
Mar. 31	WMC Retirement Dinner	300 ppl
April 1	AIDS Network Red Ribbon Affair	500 ppl
April 1	Fight Hunger for April Fools (WI Men's Rugby)	500 ppl
April 2	Juvenile Diabetes Research Foundation Gala	580 ppl
April 4	Wisconsin Bride Wedding Show	200 ppl
April 5	Catholics at the Capitol	400 ppl
April 7	Go Red for Women	500 ppl
April 8-10	Wisconsin Medical Society 2011 Convention	320 ppl
April 10-13	Small Business Innovation Research (SBIR) Conv.	600 ppl
April 14-16	25 <sup>th</sup> Annual Pharmacology & Clinical Update	500 ppl
April 14	Wisconsin Educational Recruitment Fair	500 ppl
April 16	2011 Isthmus Green Day Expo & Eco Celebration	3000 ppl
April 16	Madison Civics Club	500 ppl
April 19-20	Pharmacy Society of Wisconsin Spring Conference	475 ppl
April 19	City of Madison Common Council Luncheon	70 ppl



April 26-May 2	IceCube Collaboration (UW IceCube Research Ctr.)	225 ppl
April 26	Business Opportunities in the Government Sector	450 ppl
April 27	Wisconsin Hospital Association 2011 Advocacy Day	600 ppl
April 27	Wisconsin Realtor and Government Day	500 ppl
April 28	2011 Access Community Health Centers Celebration Of Service Dinner	500 ppl
April 29-May 1	WEAC Representative Assembly 2011	500 ppl
May 4-5	AIA Wisconsin 2011 Annual Convention	2000 ppl
May 5	Wisconsin Companies to Watch Award Celebration	400 ppl
May 6-7	UW Textile & Apparel Fashion Show 2011	1200 ppl
May 6-7	Madison Magazine's Custom Furnishings Show	2000 ppl
May 7	Sun Prairie High School Prom	550 ppl
May 9-11	Great Lakes Drug Metabolism Discussion Group	150 ppl
May 11-14	2011 Jewel of the Great Lakes WI Dental Meeting	1200 ppl
May 14	UW Law School Hooding Ceremony	1600 ppl
May 15-18	Sonic Foundry Unleash Users Conference 2011	200 ppl
May 15-18	11 <sup>th</sup> International Conference on Wood & Biofiber Plastic Composites	350 ppl
May 19	PMI Professional Development Day	500 ppl
May 21	Middleton High School Prom	600 ppl
May 23-25	Brandworks University 2011	300 ppl
May 27-28	Madison Marathon	5600 ppl
May 31-June 4	Congress for the New Urbanism Annual Congress	1200 ppl

**F. Business Office / Human Resources:**

- February financial results will be discussed at the Board meeting.