



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 18, 2018

A. Administration:

- The strategic planning progress report for 2017 is attached.

B. Operations:

- Heating season is in full swing and we are monitoring our steam system. Faulty steam traps have been removed, rebuilt and reinstalled to allow maximum steam usage.
- A new steam meter used to monitor how much steam is used from the State Steam Plant is being installed. As part of the agreement with the State, Monona Terrace is responsible for the maintenance and condition of the meter. The old meter was original to the building and became obsolete and could not be calibrated.
- Maintenance has been clearing all snow and ice from Monona Terrace walkways and Monona Terrace staff parking as well as maintaining all snow removal equipment.
- Staff is busy cleaning and reorganizing equipment and back-of-house areas.
- The new Guest Services Desk and pocket door have been installed.

C. Community Relations:

- Monona Terrace welcomes McKenzi Johnson as the Spring 2018 Community Relations Intern. She is a senior in the Recreation Management program at UW Lacrosse.
- The newly formed Friends of Monona Terrace group met to discuss the development of a membership program to help raise funds for community programs. More details to come.
- Meditation at Monona Terrace
 - Total Attendance for Fall = 525
 - Event Total Attendance for 2017 = 1,102

- Event Average Attendance for 2017 = 78
- PechaKucha Night Madison
 - “Face the Music x PechaKucha” – Nov. 9
 - Attendance = 90
 - Event Total Attendance for 2017 = 467
 - Event Average Attendance for 2017 = 116
- Wellness Talks – Healthy Aging: Natural Medicine for Every Decade of Life by Dr. Ruddy
 - Total Attendance Fall = 60
 - Event Total Attendance for 2017 = 349
 - Event Average Attendance for 2017 = 69
- Daylong Meditation Retreat – NEW
 - Total Attendance = 150 (event capacity)
- Lunchtime Yoga
 - Total Attendance Fall = 439
 - Event Total Attendance for 2017 = 1,536
 - Event Average Attendance for 2017 = 73
- The “Luminescence” event on November 3 featured fire and LED performers Pyrotechniq. It sold out at 1475 tickets.
- Staff conducted a Product Designer Girl Scout workshop on November 4 in partnership with staff from Credo, a local design firm. The program was attended by 25 girls who learned about product design and then redesigned their backpacks.
- The Wright Design Series was presented on November 16 in partnership with the Wisconsin Humanities Council’s Working Lives project. Speaker Alan Anderson presented about his work as a maker of Wright inspired furniture.
- Terrace Town has begun, with four orientation meetings for teachers and mentors occurring in November and December.

D. Gift Shop:

- The gift shop joined with the Museum Store Association and area Museum Shops to promote the all new “Museum Store Sunday.” Nationally, there are special shopping days like Black Friday, Small Business Saturday, Cyber Monday, and Giving Tuesday. New in 2017 Museum Store Sunday was introduced. For this event on Sunday, November 26th the Gift Shop

was open extended hours from 10am-5pm, and offered a free snow globe with all purchases over \$25 that day. This promotion was well received.

- We had our annual Holiday Sale this year from Saturday, November 25th – December 23rd.
- The Gift Shop's Holiday Sale ads for this year were placed in the Isthmus Giving Guide, The Wisconsin State Journal's Holiday Idea Book, and on Madison.com
- The 2017, the State Capitol Building Ornament was received and sold out quickly. These were quite popular and gained some extra press because the ornament was designed to celebrate the building's 100th Anniversary.
- Update on the Staff Innovation Suggestion: An inexpensive souvenir water bottle has been designed and is in production. Once completed and available for sale in the Gift Shop, signs will be posted at the drinking fountains to advertise that these reusable souvenir bottles can be purchased and used by event attendees instead of the regular vending bottles of water.
- Staff is currently getting ready for the annual inventory in January.

E. Sales and Marketing:

- The November and December booking pace reports are attached.
- Staff participated in the second meeting of the Monona Terrace Customer Advisory Council (CAC) on November 6th. Seven locally based meeting planners along with staff from GMCVB, Monona Catering and Monona Terrace attended the two-hour session facilitated by Lynn Wood of Wood Communications. Topics discussed include security guidelines, technical capabilities, sliding scale calculation, challenges and strengths of Madison as a destination, creating memorable experiences for attendees and airlift for this market.
- Staff delivered treats and invitations for our December appreciation reception to clients the week of November 6th.
- Staff attended the November monthly meeting of the Madison Chapter of the Wisconsin Innkeepers' Association hosted by Monona Terrace.
- Staff attended a half-day training seminar arranged by City IT on computer security.
- Staff attended the City Department and Division Head Retreat the morning of November 29th hosted by the Strategic Management Oversight Committee (SMOC) at Monona Terrace. The purpose of the retreat was to share the work of the SMOC, obtain feedback and begin to cascade the strategic management quality initiative down through the organization.

- Staff worked with the GMCVB to set 2018 performance incentive goals for the Bureau as part of the City/GMCVB contract.
- The Monona Terrace Event Assistance Fund Advisory Committee met on December 5th. Requests for a total of \$150,305 were approved for five groups with a total estimated direct spending of \$3,067,728.
- The Monona Terrace “Celebration of the Season” clients, sponsors, and friends appreciation reception took place on December 6th. Turn-out was excellent with about 197 guests not including staff.
- Monona Terrace was represented by the sales team at the following networking functions and industry events: Madison Civics Club, DMI New Faces/New Places, Latino Chamber of Commerce, United Way Red Ribbon Event, Wedding Planner and Guide Appreciation event.
- Staff attended and exhibited at the Association of Fundraising Professionals open house expo and luncheon.
- A warm welcome goes to the **2018 Winter Arts Festival** for hosting their Winter Art Fair Off the Square in November of 2018. They have been holding this event at MT since 1998. **First Business Bank** has also rebooked their meeting series for 2018. They have hosted this series of 4-5 meetings per year since 2006. Finally, **Government Technology** again chose us as the location for their 2018 Digital Government Summit. This will be their 17th year with us.
- Below is a summary of all other events booked in the month of November and December:

Repeat	New	Weddings
67	13	8

F. Event Services:

- **UPCOMING EVENTS:**
- | | | |
|------------|--|------|
| Jan. 5-7 | 2018 Madison Home Expo | 6000 |
| Jan. 16-18 | Dairy Business Association 2018 Dairy Strong | 600 |
| Jan. 19-20 | Well Expo 2018 | 1000 |
| Feb. 4-7 | Wisconsin Bankers Association Bank Executives Conference | 500 |
| Feb. 16-18 | 2018 Madison Build, Remodel & Landscape Show | 4000 |
| Feb. 19-22 | Wisconsin School Counselor Association Annual Conf. | 1100 |
| Feb. 24-25 | 2018 Dairy-Aire Gymnastics Invitational | 2000 |

Mar. 5-8	2018 World Championship Cheese Contest	600
Mar. 18	Natural Family Expo	3000
Mar. 21	Wisconsin Hospital Association 2018	1100
Mar. 23-24	Mary Kay Career Conference 2018	1300

G. Business Office / Human Resources:

- November's finances will be discussed at the board meeting.
- Staff continues to participate in development of the City of Madison Performance Excellence System.



Report for 2017: Monona Terrace Strategic Plan Progress

Strategic Goal #1:

Develop a culture of innovation to optimize performance and customer delight.

Strategic Objectives:

- Promote a culture of innovation at every level of the organization
- Capture employee innovation ideas to achieve customer delight
- Use data collected to drive performance measurement

The Innovation System

- A program for collection and tracking of employee innovations has been implemented.
- Multiple forms of idea submission
- Spreadsheet tracking data developed
- System for classification, research and implementation designed
- Monthly communication with staff regarding innovation ideas submitted

Monona Terrace Customer Advisory Council

- Eight meetings planners from variety of organization types.
- Four meetings over two years (2017-18).
- Voice of the customer feedback to help meet the evolving needs and desires of meeting and conventions planners and attendees.
- Gather qualitative data regarding specific aspects of meeting and convention planning.

Strategic Goal #2:

Enhance our proactive communication strategy to external stakeholders

Strategic Objectives:

- Partner with the GMCVB and Clients to help increase industry awareness and attendance at conventions
- Educate Stakeholders about Monona Terrace's mission, objectives and accomplishments

GMCVB Community Relations Committee

- Monona Terrace Executive Director serves on this committee.
- Role is to advise the GMCVB Board and Staff on when and how to engage on issues that have potential impact on the tourism industry/economy or the GMCVB's viability.



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- Committee members are educated about issues and policies as they emerge and by providing opportunity for discussion about the potential risks and rewards of engagement on a particular issue.

Strategic Goal #3:

Engage new and existing community partners to expand Monona Terrace's reach as a destination for everyone

Strategic Objectives:

Create community goodwill and understanding of Monona Terrace's value to the community

Community Partner Engagement and Development

- Develop new and existing programs that attract new and large numbers of attendees: 41,000 to date in 2017
- Continue to develop strong (non-monetary) community partnerships for events: 52 unique program partners to date in 2017
- Generate positive social media content that continues to attract followers and engagement: Facebook fans 14,000, Twitter followers 3,500, Instagram fans 1,300 to date in 2017
- Continue to develop community programs email following for enhanced communication: 16,000 subscribers to date in 2017
- Consistent, positive messaging to local media: Annual media value of \$483,000 to date in 2017

Strategic Goal #4:

Strive to reflect the community's diversity in our workforce to build a culture of innovation

Strategic Objectives:

Strive for a workforce that reflects the community's diverse population

Enhance an organizational culture that values the diversity of the

Meeting our goals for workplace diversity

- Meeting Women Goal:
 - 2 – Professionals
 - 5 – Paraprofessionals
 - 6 – Administrative support
 - 7 – Skilled Craft Workers
- Meeting Racial Ethnic Goal:
 - 2 – Professionals
 - 5 – Paraprofessionals
 - 7 – Skilled Craft Workers
 - 8 – Service Maintenance



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Areas of opportunity to develop workplace diversity

- Racial Ethnic Opportunities:
 - 1 – Officials & Administrators
 - 3 – Technicians
 - 6 – Administrative Support
- Women Opportunities:
 - 1 – Officials & Administrators
 - 3 – Technicians
 - 8 – Service Maintenance

Plan to expand diversity

- Increase our communication on diversity
- Expand our knowledge of diversity
- Expand our recognition of diversity outcomes
- Work with HR to improve diversity of applicant pool
- Target hourly positions as a resource for diversity
- Work with HR to expand diversity training opportunities