



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

April 16, 2026

A. Administration:

- City Finance held their Capital Budget Kickoff meeting on March 17. Staff with Capital Budget items are reviewing prior submissions and adding 2031 requests for submission on April 17.
- The Monona Terrace 2025 Annual Report has been completed by staff and released.

B. Operations:

- Audio Visual
 - Audio-Visual staff continue to work on phone-related services with the recent transfer to SIP, faxes will need to be run through a digital service. Marco, the company that manages our phone hardware and software, is assisting.
 - The Audio-Visual Department is cabling a portion of the ballroom to add additional ports to the walls on the South side of A and D. This location is often used for placement of tech tables and having ports in the walls here will be very useful.
- Operations Department
 - Rooftop furniture has been placed for the season.
 - Five new hourly employees have been hired to help in Operations and Cleaning.
 - Exterior and interior window cleaning was completed in March.
 - A free online active shooter awareness training was offered to employees on March 4.
 - The Operations Capital Budget is being updated and reflects dates out to 2031. Any changes will be handed over to Jeff Boyd for review.
- Maintenance
 - The Maintenance Department is receiving quotes for a generator switch replacement. Without replacing the broken switch, the team is unable to switch back to our building power from the generator. Monona Terrace would have to call a service provider to manually switch power back to the building.
 - The Maintenance Capital Budget is being updated through 2031.
 - The Maintenance Department continues work on Spring start up projects, turning on the chiller, preparing the rooftop fountain, and pressure washing both the rooftop and Olin Terrace. Additionally, the team works to level all tiles on the rooftop before Concerts on the Rooftop series begin.
 - Geothermal Study & Facility Upgrades:
 - Results came back identifying three solutions that have potential for successful implementation. To make progress on a selection, a test well must be drilled and monitored. The addition of geothermal power would be a significant sustainability feature for Monona Terrace. However, the installation will not come without challenges as space is limited to house approximately 180 wells on the grounds.
 - Prior to utilizing geothermal resources, the heat exchangers must first be upgraded. The goal is to go digital and be off the compressor by the end of this

Summer. More to come on this exciting project!

C. Community Relations:

- Terrace Town 2026
 - A lot of fun and learning took place during Terrace Town on Friday, March 13 and Saturday, March 14. The events were the culmination of the work of 15 schools, over 1,100 students and 60 teachers. The students and teachers came to Monona Terrace on Friday to install their box cities and participate in mural making facilitated by Dane Arts Mural Arts. On March 14, the public was invited to come build and add to those box cities, with 1,240 attendees. Other activities were offered by our partner organizations, including American Institute of Architects Wisconsin, American Society of Landscape Architects, Engineers without Borders, and the Frank Lloyd Wright Foundation.
- Yoga Core & Meditation at Monona Terrace
 - **Yoga Core** continues in person and online on Tuesdays and Fridays at noon through May 22. Total attendance for March was 566 people, with an average of 71 per session. In person attendance for February was 143 people, and online attendance was 423. The series is sponsored by Friends of Monona Terrace.
 - Relax with **Meditation at Monona Terrace** online on Thursdays at noon through May 21. Total attendance for March was 192 people, with average attendance per session of 48. The series is sponsored by Friends of Monona Terrace.
- Group Tours
 - A group tour was provided to the Osseo High School choir on March 6, with 41 students in attendance.

D. Gift Shop:

- The Gift Shop continues to work on the ADA Compliance Audit to the Monona Terrace e-commerce website, to find and correct all non-compliance concerns.
- Staff attended the new Frank Lloyd Wright licensing meeting for Q1 of this year. With the new head of marketing and merchandising, Henry Hendrix, the Foundation will be turning over several of its long-term vendors and bringing in several new products this year.
- The Gift Shop manager attended the Wisconsin Gift Show in West Bend, Wisconsin to find some new local/Wisconsin vendors. Just in are some Wisconsin made drink mixes, including Brandy Old Fashioned Mix, and some Wisconsin made candles. More to come soon.
- The Gift Shop started carrying a new line of Frank Lloyd Wright pins, patches, stickers, key chains, and bookmarks.
- The Gift Shop team continues the data management project for the Gift Shop website.



E. Sales and Marketing:

- The March 2026 booking pace report is attached.
- The Monona Terrace Board of Directors has been emailed a digital version of the **2025 Annual Report**. Each Board Member will receive a hard copy of the report at the May Board meeting.

- Shine United presented the internal architecture of the new Monona Terrace website. It was exciting to determine the website structure prior to the design phase.
- The Sales team represented Monona Terrace at several virtual networking, training, and industry events, including:
 - Destination Madison Pop Up at the Forward Club at Breese Stevens Field
 - DMI – New Faces New Places
 - AFP Social Connections
- New Events
 - SM Market in April 2026
 - MSUG Conference in November 2026
 - SSD Committee in August 2026
 - IPSE in September 2027
- Repeat Events
 - AEW Conference in December 2026
 - UWCU in January 2027
 - HDS Prom in February 2027
 - AFCH Gala in March 2027
 - WRA in April 2027
- Below is a **summary** of all other events booked in **March 2026**

Repeat	New	Weddings
23	13	4

F. Event Services:

Provided is a summary of the events contracted (definite status) or under contract (pending status.)

- **May 2026; Total events = 49 (48 definite / 1 pending)**
 - 3 Conventions
 - 9 Meetings
 - 11 Community Use
 - 2 Entertainment
 - 22 Banquets
 - 1 Conference
 - 1 Consumer
- **June 2026; Total events = 35 (34 definite / 1 pending)**
 - 5 Conventions
 - 6 Meetings
 - 10 Community Use
 - 1 Entertainment
 - 12 Banquets
 - 1 Conference
 - 0 Consumer
- **July 2026; Total events = 29 (26 definite / 3 pending)**
 - 3 Conventions
 - 4 Meetings
 - 8 Community Use
 - 1 Entertainment
 - 12 Banquets

- 0 Conference
- 1 Consumer

G. Business Office / Human Resources

- The March 2026 finance report will be discussed at the Monona Terrace Board of Directors meeting.
- Staff are in the process of recruiting for the following positions; Event Coordinator and Maintenance Mechanic 1.