



# 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 16, 2023**

### **A. Administration:**

- Staff has been preparing for the 2024 renovation. The building will be closed from January 9 thru January 26, 2024. Some carpet replacement will begin starting December 18.
- Staff was invited to a meeting hosted by the Greater Madison Lodging Association, to discuss room tax. Dave Schmiedicke, City Finance Director, agreed to present to the group. The hoteliers sent their questions ahead of time. The meeting was held at the Hilton on November 2.

### **B. Operations:**

- Maintenance and operations staff have begun working to winterize the rooftop. Umbrellas and chairs are removed for storage while tables are covered with protective wrap. The Fountain is winterized.
- Leaf removal has been keeping maintenance busy. They are also getting winter snow removal equipment ready.
- New steam valves have been installed and the heat is on, however the chillers were required for several unusually warm days that occurred this autumn.
- Banquet chair fabric was selected, and an order will be placed after the common council authorizes the purchase.
- Back drape and table skirt fabric swatches were received, and staff is reviewing the options to ensure the colors chosen compliment the chair fabric.

### **C. Community Relations:**

- Meditation at Monona Terrace continues online Thursdays, Sept 7 - Dec 14 at noon with a total attendance for October of 219 and average attendance of 55 people. Friends of Monona Terrace sponsors the series.
- Yoga Core is held this fall Tuesdays and Fridays, Oct 6 - Dec 15 at noon. Total Attendance for October was 409 people with an average attendance of 82. In-person attendance for October was 75, average attendance was 82. Group Health Cooperative sponsors the series.
- Moon Over Monona Terrace occurred Friday, October 20 from 7:00-9:30pm in partnership with the Madison Astronomical Society. MAS had 15 telescopes to view the moon and other celestial objects such as Jupiter, Neptune, and Saturn. There were also kid friendly presentations and a fun zone area with educational games and prizes. Total attendance was 750 people.

- Two Wright Design Series lectures occurred in October under the umbrella of “Archtober.” This promotional campaign by American Institute of Architects Wisconsin celebrates “the vital role of architecture in shaping our communities and enhancing our quality of life.” The first lecture on October 5 was presented by engineer Eric Truelove on *Sustainable Design: What are we Missing in our Efforts to Curb Global Warming?* It was attended by 52 people. The second lecture on October 24 was presented by architect Rafeeq Asad on *A Look at the Black Aesthetic in Redeveloping Madison’s Southside*. It was attended by 73 people.
- Volunteers along with some staff took a field trip on October 13 to Milwaukee to tour the Frank Lloyd Wright-designed Annunciation Greek Orthodox Church, Pabst Mansion and Mitchell Park Domes. The annual outing is in appreciation for all that our volunteers do to support community programs, tourism and our gardens.
- Our “Inspired by Wright” tour and art activity program was booked by two private groups on October 21, both bachelorette parties.
- Tours and programs were presented in October to Swaback Architects of Scottsdale, Arizona, Road Scholars visitors from across the country, and St. Josaphat middle schoolers from Milwaukee.

**D. Gift Shop:**

- The Gift Shop is gearing up for their Annual Holiday Sale. This year it will run from November 25 - December 23. Most items will be 20% off for the sale. The sale will be both online and in the shop.
- The new Gift Shop credit card terminals have been installed and final PCI documentation containing the new terminal information is almost complete.
- Starting November 1<sup>st</sup>, the Gift Shop will participate in the Dane Buy Local Holiday Passport campaign from November 1 - December 17, anyone who makes a purchase of \$10 or more in any participating Dane County business, can send in proof of their purchase, accessible through the QR Code, to be entered into a raffle drawing to win a gift card from one of the participating businesses.



**E. Sales and Marketing:**

- The October booking pace report is attached.
- Staff worked to engage HVS Convention Sports & Entertainment Facilities Consulting to provide an updated Market and Impact Study for Monona Terrace. This update covers the years 2020 through 2023 and is an update to the Hotel and Meeting Space Demand Study that HVS completed in November, 2020 that covered 2015 - 2019. The recommendation of the first study was to expand Monona Terrace.
- Staff attended the Greater Madison Chamber of Commerce 70<sup>th</sup> Annual Dinner to network and show support for this event happening at Monona Terrace. The dinner was a sell-out with record attendance of 1,250 people.
- Monona Terrace was represented by the sales team at the following virtual, networking functions, training and other industry events: DMI Virtual Speed Networking, GM/DOS Meeting at the Edgewater, MPI October Planning Meeting on Oct 16, MPI Finance Team on Oct. 18, and MPI Chapter Meeting on Oct. 19.
- Staff has been attending meetings with the State of WI discussing the Monona Terrace parking ramp project phases.
- Monona Terrace welcomed Karen Cator to the sales team as a Booking Assistant. Karen worked at Monona Terrace 20 years ago, then moved over to the Madison Senior Center. She is now back with Monona Terrace. Staff has been onboarding and training her.
- **YWCA** booked their 14th Racial Justice Summit with Monona Terrace (September 2024). **One City Schools** selected Monona Terrace for their We Are One Banquet in July 2024 (first year). **Madison Black Chamber of Commerce** will be returning to Monona Terrace for their Annual Dinner in February 2024 (second year).
- Below is a summary of all other events booked in October:

Repeat	New	Weddings
18	11	23

**F. Event Services:**

- Here is a summary of the events contracted (definite status) or under contract (pending status) for November, December and January. The attendance figures noted are preliminary numbers and will most likely change. Building renovations are scheduled for December 18-30 and January 2-26.
- November Total events = 35 (all definite)
  - 14 Meetings
  - 12 Banquets
  - 3 Conventions
  - 2 Conferences
  - 2 Entertainment

- 2 Consumer Shows
- Events of Note:
  - WHEDA Conference, 700
  - Madison Marathon Expo, 5,000
  - Winter Art Fair Off the Square, 5,000
  - DCFM Holiday Farmers' Market, 1,200
- December Total events = 33 (30 definite, 3 pending)
  - 5 Meetings
  - 20 Banquets
  - 1 Conference
  - 2 Entertainment
  - 5 Consumer Shows
  - Events of Note:
    - Fair Trade Holiday Festival, 4,500
    - DCFM Holiday Farmers' Markets (3), 1,200
- January Total events = 5 (all definite)
  - 2 Meetings
  - 2 Conferences
  - 1 Consumer Show
  - Events of Note:
    - Madison Home Expo, 4,000

**G. Business Office / Human Resources**

- The Facility Maintenance Worker position was offered and accepted. The new employee will start on November 13.
- October finances will be discussed at the board meeting.
- Staff developed and submitted resolutions for capital purchases and software upgrades, which were introduced to Council on November 7.