



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

August 15, 2024

A. Administration:

- Staff worked to complete the 2025 Operating Budget for submission to the city.
- Staff completed testing of the cloud version of the event management software. The full migration of the software from on premise to the cloud will happen in August.
- Staff continues to work with the State of WI discussing the parking ramp project phases and impacts to MT clients and guests

B. Operations:

- Heavy rains have been a challenge this summer, and staff has been monitoring lake levels since June. New sump pumps were ordered.
- Grant paperwork is submitted for reimbursement of the new chiller.
- The LEED Platinum certification renewal process has begun.
- The week of June 24 there was a high security event. Staff did an amazing job handling major last minute security additions. In addition, Command Center Operators increased to 12 hour shifts all week.
- Operations set up hundreds of tables for the International Plastic Modelers event in July. Besides using all but 5 of Monona Terrace's table inventory they rented even more from Event Essentials. The group was very pleased with how the event turned out, saying it was one for the history books.

C. Community Relations:

- **Concerts on the Rooftop:** Held on Thursdays (June 13, 20, 27, and July 11, 18, 25) from 7-9 PM, the Concerts on the Rooftop series this summer saw a total attendance of 12,067, with an average attendance of 2,011 per concert. This popular event was generously sponsored by Leinenkugels, New Glarus Brewing, MG&E Foundation, TruStage, and Friends of Monona Terrace.
- **Rooftop Yoga:** Rooftop Yoga sessions were conducted on June 17 and July 22 from 5-6 PM. The June session had 105 participants, while the July session saw an increase in attendance to 197.
- **Lakeside Kids:** Taking place on Tuesdays (June 18 and July 9, 16, 23, and 30) from 10-11 AM, the Lakeside Kids program attracted a total of 1,503 attendees, averaging 301 children per session. This engaging family event was sponsored by Dane Arts, providing enriching experiences for the community's youngest members.

- **LIVE @ Lake Vista:** Held in the café on Wednesdays, July 3 and 31, from 4:30-6 PM, the LIVE @ Lake Vista series enjoyed a total attendance of 138, averaging 69 attendees per event. This initiative offered a relaxing mid-week break with live music from a solo artist and stunning lake views.
- **Group Tours:** June was Monona Terrace’s busiest tour month to date in 2024. Group tours included a Waukesha book club, Fidelity Bank (Iowa), Midwest Tool Collectors, WI Credit Union League, and Road Scholars. In July, tours groups included Ambassador Motorcoaches (Indiana), American Institute of Pakistan Studies, and a FAM tour of event planners arranged by Destination Madison.
- **Student Tours and Froebel Block Workshops** were given to Winnequah Elementary and Little Red Schoolhouse Summer Camp.

D. Gift Shop:

- The Gift Shop Manager met with the Frank Lloyd Wright Foundation’s Merchandising Team to discuss future product development.
- The Monona Terrace Gift Shop was featured in the [Wisconsin State Journal](#). The article referenced some of our local Madison themed items, particularly our skyline snow globe and our exclusive stoneware mugs. Each mug is hand made in Neenah Wisconsin and stamped with our customer artwork. They are available in a variety of colors and shapes:



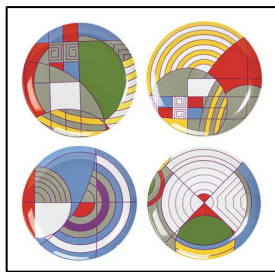
- The Gift Shop received several new Frank Lloyd Wright and Wisconsin themed products for June and July, including
- Frank Lloyd Wright LED Flameless Candles made with real wax:



- Frank Lloyd Wright Jewelry featuring designs from the SC Johnson Wax Building and Frank Lloyd Wright's Organic Commandments. The jewelry is available in sterling silver or 24k gold vermeil electroplated onto the sterling silver base:



- Frank Lloyd Wright Dessert Plates, set of four assorted plates:



- Frank Lloyd Wright Clocks & Watches. Below are two new items featuring the Ennis House brick pattern, in celebration of the Ennis House's 100-year anniversary:



- Cheese Heads are back in stock, after the original makers, Foamation, decided to close their doors after the pandemic and sell their business to the Green Bay Packers. These are well liked by our visitors from out of state and are extremely popular for guests capturing selfies of their visit.

E. Sales and Marketing:

- The June and July booking pace reports are attached.
- June 27 a contingent of MT staff attended the ribbon cutting for the grand opening ceremony of the new 262 room Embassy Suites Hotel.
- Monona Terrace was represented by the sales team at the following virtual networking functions, training, and other industry events: AFP Virtual Speed Networking; NorthStar Meetings Group - How Hotel Costs, Safety Factors are

Impacting Convention City Competitiveness; Clean Lakes Donor Appreciation Happy Hour; AFP Coffee Chats; Destination Madison meeting planner familiarization tour of MT and Madison; MPI members attended Concerts on the Rooftop; DMI: Madison and MKE Downtown Exchange.

- Training is going well for incoming DOS Steve Dongarra and Sales Manager Mandy Scamardo. A smooth transition from the retiring DOS and the new DOS is anticipated.
- Staff is putting the finishing touches on the “Summer Soiree” the annual client appreciation event. RSVP’s are coming in and the event will take place in the Community Terrace on Wednesday, August 21.
- **Urban League of Madison** has booked their 2025 Diversity Summit here. They have been holding the event since 1999 and have been booking this event with Monona Terrace since 2011. Also returning is **Excel Energy** for their Legislative day. They, too, have been hosting the event here since 2011.
- A new event for Monona Terrace is the **Orchid Growers Guild**. Historically held at Olbrich Gardens, they will have their first MT event starting January 31, 2025. This is a blurb from their website: *The Orchid Growers Guild, Inc. (OGG) is a non-profit organization affiliated with American Orchid Society. It is dedicated to educating both OGG members and the general public about orchids and their culture. OGG also promotes the conservation and appreciation of orchids.* It will be wonderful to welcome them to Monona Terrace next year and for many years to come.
- Below is a summary of all other events booked in June & July:

Repeat	New	Weddings
27	10	16

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.
- June Total events = 38
 - 4 Conventions
 - 1 Conference
 - 18 Banquets
 - 2 Entertainment
 - 6 Meetings
 - 7 Community Use
 - Events of Note:
 - iForward Graduation 2024 1,500
 - ASLO 2024 Summer Meeting 750
 - 2024 American Astronomical Society AAS Meeting 750

- Children & Nature Network 2024 Nature Everywhere Conference 700
 - 2024 NSMMS & CRASTE 600
- July Total events = 33
 - 3 Conventions
 - 14 Banquets
 - 1 Entertainment
 - 4 Meetings
 - 10 Community Use
 - 1 Consumer
 - Events of Note:
 - 2024 Art Fair Off the Square 75,000
 - IPMS/USA 2024 National Convention 3,000
 - 2024 PLC Institute 850
 - Power Line Systems Advanced Training Users Group 2024 600
 - CASE Summer Institutes Opening Reception 500
- August Total events = 34
 - 2 Conventions
 - 1 Conference
 - 12 Banquets
 - 2 Entertainment
 - 6 Meetings
 - 11 Community Use
 - Events of Note:
 - American Family Insurance Leadership Meeting 1,800
 - American Society of Biomechanics Annual Conference 2024 900
 - Mogallapu/Mei Wedding Ceremony & Reception 300
- September Total events = 35 (0 pending)
 - 4 Conventions
 - 1 Conference
 - 16 Banquets
 - 2 Entertainment
 - 7 Meetings

- 5 Community Use
- Events of Note:
 - Ironman Wisconsin 2024, 5,000
 - Association of Fish & Wildlife Agencies AFWA 2024 Annual Meeting, 650
 - Exact Sciences, 500
 - 2024 UWEBC, 600
 - Rhumba for Rainbow, 600
 - Founder's Day, 700
 - Panhellenic Primary Recruitment, 1,500
 - YWCA 2024 Racial Justice Summit, 550
 - 16th Annual Black Women's Wellness Day, 700
- October Total events = 54 (3 pending)
 - 4 Conventions
 - 4 Conference
 - 15 Banquets
 - 1 Consumer Show
 - 4 Entertainment
 - 14 Meetings
 - 12 Community Use
 - Events of Note:
 - 2024 Wisconsin State Music Conference, 1,300
 - BioForward Wisconsin Biohealth Summit 2024, 500
 - Business Day in Madison 2024, 600
 - Greater Madison Chamber of Commerce Annual Dinner 1,000
 - Chosen Few Fighting Championships, 1,000
 - Q106 Storytellers, 970
 - Film Screening of *Common Ground*, 3,000

G. Business Office / Human Resources

- June and July finance reports will be discussed at the board meeting.
- Staff interviewed and successfully hired Steve Dongarra as the next Director of Sales when Laura Maclsaac retires in early October. His first day at Monona Terrace was Monday, July 8th. Steve comes to Monona Terrace with a background in customer service and sales with Hertz Corporation, WI

Department of Financial Institutions, Steep & Brew Coffee, Inc., and most recently the State of WI Bureau of Correctional Enterprises as Sales and Marketing Manager overseeing the staff that sells and markets the furniture products produced by the Bureau. He has a Bachelor's degree from DeVry University and a Master's degree in Business Administration from UW Madison.

- Staff interviewed and successfully hired Haley Lemberger for the newly added Event Coordinator position. Her first day was Monday, June 24th. Haley is a recent graduate of the University of Wisconsin-La Crosse, majoring in Recreation Management with a minor in Tourism and Event Management. Recently she was a Sales and Event Intern at the La Crosse Center, where she gained experience in the event coordinating process.

H. Catering

- **Revenue:** 2024 looks to be a good year for Monona Catering with estimated revenues in excess of \$7,000,000, approximately 5.7% higher than 2023.
- Due to the 10-year renovation project December of '23 - January of '24 the revenues had a slow beginning. But February was a very strong month and the momentum continued as May was the best month so far. Total revenue for the first half of the year is \$2.4 million (pre-audit).
- **Staffing:** Hiring employees has been easier this year and Monona Catering is able to fill most positions, including for Lake Vista Café. Temporary staffing agencies are required only on large event days after our employee rosters have been depleted.
- **Services for Q1-Q2:**
 - Hospitality (coffee breaks) 150,823 guests
 - Meals (breakfast, lunch, dinner) 39,157 guests
 - Receptions 73,590 guests
 - Total Services (includes all misc.) 306,747 guests

In comparison, the 2023 Total Services for Q1-Q2 was 167,283 guests.

- **Lake Vista Café:** The Café opened on May 21, 2024 and is doing well. Despite the rainy season, the Café is getting good traffic and interest on the weekends and especially during the Concert on the Rooftop and Dane Dances events. Revenue to date is \$93,924.24 compared to \$96,705.55 in the same period of 2023.
- **Marketing and Donations:** At the end of January, Monona Catering donated 1000 petite cupcakes for the Family Winter Prom which was sponsored by Madison Parks. In March, Monona Catering sponsored the Wisconsin Chapter of Meeting Planners International, (MPI) with a lunch and reception, and helped to support Monona Terrace with Terrace Town cookies and activities. In February and March, annual Menu Showcase Tastings for the 2024 Bridal couples were held. The tastings were well attended with great comments about the food.

- In the first half of the year 4394 pounds of food was donated to local shelters.
- 32.8 tons (65,603 pounds) of post-consumer waste has been diverted from the local landfills. From a greenhouse gas standpoint these composting efforts are equivalent to 432 urban trees seedlings grown for 10 years, or they offset the equivalent of 65,078 miles of driving and 2,952 gallons of fossil fuel usage.