



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 20, 2011

A. Operations:

Staff worked with local and state law enforcement agencies to insure incident-free inaugural activities at Monona Terrace.

A test patch has been laid on the Exhibition Hall floor to determine if the new application will adhere. If so, the final plans will be made for the removal of the existing floor and the new application, hopefully around the Martin Luther King, Jr. weekend. The cost to complete this project is being assumed by the company that won the Public Works bid, and this is the third application.

Looking ahead in 2011, the resurfacing of the movable walls is being evaluated. Two issues are at play: the type of finish to be used on the wall, and when the work can be completed. The type of product is important as a high standard must be maintained, but it also must be durable.

Staff participated in the Local 60 collective bargaining session. The last meeting of the year netted an agreement which will be for three years from the beginning of 2010 through 2012. The agreement calls for a 3% increase on the last pay check of 2011, and a 2% increase on the last paycheck of 2012.

We are moving forward with a resolution to extend the Schindler Elevator Maintenance Contract for five (5) more years. Schindler has done an excellent job for us since the facility opened and their recent financial incentive lead to this agreement. This topic will be reviewed at the January Board meeting.

The window pane replacement (a Public Works project) has been approved by City Council.

Staff met with Jeanne Hoffman and Rob Phillips, City Engineering Department, to discuss methods to improve the process of completing public works projects at Monona Terrace. Since these projects are few and far between, the process is somewhat cumbersome. Monona Terrace staff welcomed the City's recommendations and appreciated their efforts to assist.

We have begun work on the Monona Terrace network to replace core switches and firewalls. Most of this equipment is at least seven years old.

B. Community Relations:

Tour groups in November and December included University Lake Elementary School (Hartland), the National Wildlife Refuge Association, Horizon Elementary (Pewaukee), Chippewa Valley Technical College, Waubesa Elementary, WESLI, and Belleville High School.

Monona Terrace will partner with Milwaukee Art Museum to cross-market their offerings this spring. MAM will present the exhibition "Frank Lloyd Wright: Organic Architecture for the 21st Century" from February 12 - May 15, 2011. Electronic coupons will be sent to the partner for dissemination to their membership. Other marketing opportunities correlating with the Centennial of Taliesin will be explored.

Volunteers will receive an electronic survey to get feedback on the current "Book Club" program. The program might be retooled to include different topics or formats that appeal to a broader group of volunteers.

Volunteers enjoyed a Holiday Party on November 30 that was attended by over 40 volunteers and staff. The party presented an opportunity for volunteers to say good-bye to Jim Hess, and wish him a happy retirement.

The Girl Scout workshop "Art in 3-D" was attended by 88 Scouts on November 6.

The community outreach campaign continued in November highlighting public amenities at Monona Terrace with presentations at the Sertoma Club of Madison and the Cross Plains Optimist Club.

Staff attended a "Performance Management" workshop offered through the City of Madison, and a "Corporate and Community Creativity for Service" workshop for grant seekers offered through UW Continuing Studies.

Staff attended networking events for The Business Forum, the Greater Madison Convention and Visitors Bureau, and DMI.

Staff compiled community relations data results for 2010, and attendance at recurring annual community events went up by 36% from 2009 to 2010. Total attendance at 2010 Monona Terrace-produced and / or sponsored events, programs and tours was 38,455 guests.

November and December "Tunes at Monona Terrace" included The Relics (11/03 – 350 people), and Clyde Stubblefield Band (12/01 - 280 people). Both concerts were held in the Exhibition Hall; area dancers came out in full force for both concerts, and kept the dance floor hopping.

Two lectures were held in November for the Wright Lecture Series. The first was held on November 11 and featured the topic "Frank Lloyd Wright's Non-Architectural Sources," presented by Dr. Sidney Robinson, a member of the faculty of the Frank Lloyd Wright School of Architecture and on the staff of Taliesin Preservation, Inc. There were 122 people in attendance for the lecture. We brought back the presenting style 10-20-20, also known as PechaKucha on November 18. The concept of 10-20-20 is to have 10 presenters show 20 images for 20 seconds apiece. The evening's topic was "Problem Solving," and included local professionals in the fields of Architecture, Urban Planning, Furniture Design, Interior Design, Communications and Graphic Design. The

PechaKucha event was a hit with 240 people in attendance, a new attendance record for this event. Actually, we set two attendance records this year, one for single event attendance and the other for overall attendance (average = 150 people).

An informational meeting was held on November 18 for the new Wright Lecture Series Advisory Group. Local professionals in the design fields of architecture, interior design, graphic design/visual communication, industrial design, and a layperson design enthusiast were asked to share their interest and expertise in coming up with lecture topics and presenters for future Wright Lectures. The first official meeting of the advisory group is scheduled for Thursday, January 20.

C. Gift Shop:

Top selling items for November and December were:

- Snow Globes
- Textiles
- Mugs
- 2011 Monona Terrace Calendar
- 2010 State Capitol Ornament

Sixteen web site orders were placed in November, with an average sale of \$65.22. During this same time period, the in-store sales average was \$24.03. Thirty web site orders were placed in December, with an average sale of \$58.49. During this same time period, the in-store sales average was \$9.00.

The Annual Gift Shop Holiday Sale ran from November 27th – December 23rd.

Monona Terrace once again participated in the State Capitol Fundraiser and sold the 2010 ornament. The ornaments came in a few weeks later than expected, but all were sold during the month of December.

A new Frank Lloyd Wright round wall clock and new children's dish set with a Wright graphic design were finally produced and are now in stock.

Several new items are being introduced in 2011 in celebration of Taliesin's 100th anniversary. Items include scarves, ties, vases, clocks and a series of note cards.

D. Sales and Marketing:

The November and December booking pace reports are attached.

Staff participated on a panel discussing work / life balance for the Edgewood College Communication Studies Department Senior Capstone Class.

Staff attended the DMI Annual Dinner to network and show support for this event held at Monona Terrace. The keynote speaker was Paul Steely White, an internationally-known transportation advocate, who spoke about his experiences in the city of New York advocating for improved bike routes, bus lanes, pedestrian crossings and car parking.

The annual GMCVB / Monona Terrace Autumn Gathering reception was held on November 23rd in the Community Terrace. The GMCVB / Monona Terrace staff worked in cooperation with the Madison Network of Black Professionals to organize the event, attended by about 60 people. This event is held to promote and celebrate Madison's diversity, and energize individuals and groups to book events in Madison at Monona Terrace.

Staff met with GMCVB personnel to learn about 2011 marketing plans as part of our ongoing best practices initiative. Staff also worked with the GMCVB to set contract performance goals contained in the City / GMCVB contract.

Staff assisted the GMCVB with a tour of Monona Terrace for a visiting official from China who was here to learn about the tourism / convention industry.

Monona Terrace hosted its annual Customers and Friends Appreciation Reception on December 8th. The 2010 event was well attended with about 110 guests (not counting MT or GMCVB staff) unlike 2009 when a snowstorm somewhat disrupted our plans.

Staff represented Monona Terrace at a number of networking events including: SME breakfast on December 9th, the DMI: Eggs and Issues November 4th, DMI: What's up Downtown breakfasts in November and December. Sales staff hand delivered invitations and Monona Catering hand-made chocolate truffles to select clients for the Celebration of the Season Client Appreciation Reception. Staff provided a tour and information to the Chippewa Valley Technical College Meeting and Event Management class on November 22nd.

United Way of Dane County will be holding their eighth Campaign Celebration at Monona Terrace in November 2011. Also, the UW College of Engineering will be holding their 2011 Engineers Day Banquet at Monona Terrace in October, their 11th year with us.

The Outdoor Reps Association has again chosen Monona Terrace (third year) as the location for their annual Expo, and Tempo Ballroom has returned for their Annual Ballroom and Latin Dance Showcase, which will be their second year with us for that event

Additional repeat events booked in the month of November and December includes the following:

- Outreach 18th annual Banquet - September 2011 (14th year)
- WI Original Cheese Festival - November 2011 (3rd year)

- QBE Holiday Event - December 2010 (5th year)
- MIM: Psychiatric Update - March 2012 (10th year)
- 2012 World Championship Cheese Contest - March 2012 (7th year)
- Federated Insurance Annual Kickoff - October 2011 (8th year)
- ETC User Group - July 2011 (2nd year)
- Fair Trade Festival - December 2011 (4th year)
- St. Mary's Hospital Employee Recognition Banquet - October 2011 (14th year)
- UW College of Engineering 2011 Engineers Day Banquet - October 2011 (11th year)
- WI Department of Public Instruction - WI Schools of Recognition Conference - October 2011 (10th year)
- UW Department of Family Medicine - UWSMPH McGovern -Tracy Scholars Award Dinner and Ceremony - May 2011 (11th year)
- City of Madison Police Department Awards Reception - May 2011 (10th year)
- Hy-Cite Employee Banquet - February 2011 (3rd year)
- Chi Omega Formal - December 2010 (3rd year)
- WI Coalition Against Domestic Violence "Together We Can End Domestic Violence" Banquet - September 2011 (7th year)
- National W Club Annual Banquet - November 2011 (8th year)
- ITT Technical Institute Graduation - March 2011 (5th event)
- ITT Technical Institute Graduation - June 2011 (6th event)
- ITT Technical Institute Graduation - September 2011 (7th event)
- ITT Technical Institute Graduation - December 2011 (8th event)
- Legion Events - May 2011 (two meetings for 210)
- WI Department of Health – *repeat business/new event* - December 2010 (meeting for 40)
- Compliant Pharmacy Alliance PAAS National/CPA Holiday Party, *repeat business/new event* - December 2010 (banquet for 40 people)
- UW Madison Facilities Planning & Management 2011 AUA Closing Banquet, *repeat business/new event* - June 2011 (banquet for 150 people)

New business in November and December includes the following, plus 12 wedding receptions:

- University of WI School of Medicine and Public Health Dept. of Neurosurgery - December 2010 (banquet for 250 people)
- Friends of Scott Walker Governor Walker's Inaugural Events - January 2011 (banquet for 3,000 people)
- Xcel Energy – March 2011 (meeting for 96)
- Hmong Culture – April 2011 (entertainment event for 300)
- WTS Paradigm – January 2011 (banquet for 130)
- OVPDC Divisional – January 2011 (meeting for 80)
- WI Women's Health Policy Summit - May 2011 (meeting for 300)

E. Event Services:

Wisconsin Early Stage Symposium, November 10-11 - The Wisconsin Technology Council (WTC) hosted their annual Wisconsin Early Stage Symposium in November. This conference provides an opportunity for early stage companies in a variety of industries (e.g. biotechnology, biofuels and products, information technologies) to meet with private investors. The event featured different types of sessions including educational sessions for both investors and businesses, as well as sessions where entrepreneurs / companies could make presentations to investors. Thirty-six companies took advantage of the additional opportunity to catch investors' attention by having a display booth in the Grand Terrace. A lunch, reception and several refreshment breaks were also included in the schedule to provide guests with time to network. The two-day event registration reached 490 people, up slightly from last year's conference. The event went well, and WTC has rebooked with us for November 2011.

2010 Winter Art Festival, November 13-14 - Monona Terrace was pleased to welcome back the Winter Art Festival hosted by the Wisconsin Alliance of Artists and Craftspeople, a group that has been with us every year since 1997. This year's festival was another success for the organization with over 4,000 people in attendance over the course of two days. Artists from all over Wisconsin came to exhibit at this show, displaying a wide variety of goods including glass, pottery, woodworking, painting, photography and textiles. The festival, a sold-out show, was held in Exhibit Halls A and B. We look forward to having this group return in 2011 and 2012.

DCFM Winter Farmers' Markets (Nov. 13, 20, 27 and Dec. 4, 11, 18) – The Dane County Farmers' Market (DCFM) held their November and December Winter Markets at Monona Terrace every Saturday between November 13 and December 18. The Markets were very well attended, with the number of guests ranging from 1,300-2,800. The Winter Markets will take place at the Madison Senior Center from January 8 through April 9. The Winter Markets will return to Monona Terrace in November 2011 after the outdoor season has ended.

DMI-Downtown Madison Annual Dinner, November 15 – The DMI Annual Dinner began with a cocktail reception in Grand Terrace, followed by the dinner and program held in the Ballroom. This year's keynote speaker was Paul Steely White, an internationally known transportation advocate, and the Executive Director of Transportation Alternatives. The program also included the presentation of the Community Asset Awards that are given to individuals and organizations who contribute significantly to improving the quality of life within the downtown community. The 2010 Community Asset Award recipients included the downtown restaurants L'Etoile, and Graze as well as the Madison Children's Museum. The dinner was attended by approximately 450 people.

United Way of Dane County Campaign Celebration, November 18 – United Way of Dane County hosted their Campaign Celebration luncheon in the Exhibit Hall and announced it had reached its goal, projecting to raise \$16,475,000 to improve the community. A highlight of this year's event was the announcement of the winner of a Mini Cooper car. The winner was one of more than 10,000 people who were automatically entered by making a first-time donation of at least \$25 or increasing their donation over last year by at least \$25. The Sweepstakes was made possible by Zimbrick, Inc., J.H. Findorff and Son Inc., M3 Insurance, and WPS Health Insurance; over 800 people attended the luncheon.

Family Life Presents Weekend to Remember, November 20-22 - Monona Terrace once again hosted the Weekend to Remember Conference this past November. This three-day conference is a couples retreat organized by Family Life/Arrowhead Conferences. The goal of this event is to help strengthen marriage and families through resources, education and prayer. The general sessions were held in the Hall of Ideas, and the Grand Terrace West was set up as a bookstore. Over 300 people attended the retreat.

Wisconsin Digital Government Summit, November 30-December 1 - The Wisconsin Digital Government Summit returned to Monona Terrace for the ninth year in a row. This two-day conference provides technology solutions for state and local governments. The event included general sessions in Ballrooms CD, breakout sessions in the Hall of Ideas and lunch in Ballrooms AB. Continental breakfasts, breaks and a reception were held in the Grand Terrace where attendees could network and view 20 display booths. Approximately 400 people from state and local government agencies attended the Summit.

Fair Trade Holiday Festival (Community Action on Latin America), December 4 - The Fair Trade Holiday Festival was held in Exhibit Hall A the first Saturday in December adjacent to the Dane County Farmers' Market, and both groups reported excellent foot traffic. Attendance was estimated at 3,200 people for the Fair Trade Holiday Festival. Approximately 80 vendors participated in the festival, offering items for sale that included jewelry, clothing, toys, woven textiles, art, pottery, coffee, etc. CALA has rebooked space for December 2011.

Promega Corporation Holiday Party, December 4 – Promega returned to Monona Terrace to host their annual employee holiday party which was attended by over 560 guests. The evening began in the Ballroom with cocktails and hors d'oeuvres. After a brief welcome, dinner was served. Guests then had options for entertainment; they either stayed in the Ballroom to enjoy Piano Fondue's performance or, if they were more adventurous, they moved to the Grand Terrace where they tried their luck at the Vegas Nights casino. A raffle drawing was held at the end of the night and the lucky winners went home with great prizes. We look forward to having this event back in 2011.

QBE / General Casualty of Wisconsin Holiday Party, December 17 - Over 600 guests attended this year's QBE / General Casualty of Wisconsin party which took place in the Madison Ballroom and the Grand Terrace. Guests enjoyed cocktails, hors d'oeuvres and Vegas Nights casino games set up in both rooms. Desserts were served and raffle prizes awarded at the end of the evening. QBE has already reserved space with us for the 2011 Holiday Party.

US Bank Eve 2010, December 31 – US Bank once again hosted their annual New Year's Eve celebration at Monona Terrace. This family-oriented event was held at many sites, and included activities for all age groups. The activities held at Monona Terrace included shows by magician Rick Wilcox, the juggler Truly Remarkable Loon and Latin dance instruction. The Exhibit Hall was a favorite spot for kids – it featured fun inflatables, an electric Circus Train and Gomeroke. The evening ended with a wonderful fireworks display to welcome in the New Year (celebrated a little bit early at 10:05pm). Attendance at Monona Terrace was estimated at 3,000 guests. All went well and a good time was had by all.

Governor Walker's Inaugural Events, January 3 –Scott Walker was inaugurated as Wisconsin's new Governor on January 3, and Monona Terrace was the site of two inaugural activities. The activities began in the morning with a prayer breakfast in the Ballroom; the breakfast had a great turnout with over 700 people attending. After breakfast, guests left the building for other events, including the Swearing-in Ceremony at the Capitol.

Monona Terrace was the site for the Inaugural Ball in the evening. The entertainment and activities took place in several function spaces beginning at 6:00 pm. The Grand Terrace featured food, bars and musical entertainment by the Jenny Thiel Group. The Madison Ballroom doors opened at 7:00 pm and featured Chasin' Mason, a country western group. Private companies / organizations hosted hospitality suites in the six sections of the Hall of Ideas and two sections of the Meeting Rooms. A ticketed VIP Reception was held in the Community Terrace, and the Exhibition Hall opened to guests at 8pm, with music provided by the Eddie Butts Band. A brief program took place at 8:45pm that included an Honor Guard to present the colors, a video and the first dance by Governor and Mrs. Walker. We are happy to report that the event went very smoothly. Estimated attendance at the ball was 3,500 people.

F. Business Office / Human Resources:

The November financial results will be discussed at the Board meeting.



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BOOKING PACE AS OF 11/30/10

DEFINITE	2009	2010	2011	2012	2013	2014	Total	Δ Last Month
Convention	28	26	31	19	7	3	86	1
Conference	40	36	23	8	0	0	67	1
Banquet	233	231	128	0	0	0	359	22
Meeting	216	217	61	0	0	0	278	13
Consumer Show	12	19	8	2	0	0	29	1
Entertainment Event	102	91	33	0	0	0	124	4
DEFINITE TOTAL	631	620	284	29	7	3	943	42
% Δ Last Year		-2%						

PENDING	2010	2011	2012	2013	2014	Total
Convention	0	1	3	2	2	8
Conference	0	4	1	0	0	5
Banquet	0	12	0	0	0	12
Meeting	0	7	0	0	0	7
Consumer Show	0	7	0	0	0	7
Entertainment Event	0	1	0	0	0	1
PENDING TOTAL	0	32	4	2	2	40

TENTATIVE	2010	2011	2012	2013	2014	Total
Convention	0	0	12	18	16	46
Conference	0	4	11	4	6	25
Banquet	0	11	20	1	0	32
Meeting	0	12	9	1	1	23
Consumer Show	0	0	1	3	3	7
Entertainment Event	0	32	23	1	1	57
TENTATIVE TOTAL	0	59	76	28	27	190



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BOOKING PACE AS OF 12/31/10

DEFINITE	2009	2010	2011	2012	2013	2014	Total	Δ Last Month
Convention	28	26	31	21	8	4	90	4
Conference	40	36	26	9	0	0	71	4
Banquet	233	231	140	0	0	0	371	12
Meeting	216	219	71	0	0	0	290	12
Consumer Show	13	19	17	2	0	0	38	9
Entertainment Event	102	91	55	0	0	0	146	22
DEFINITE TOTAL	632	622	340	32	8	4	1006	63
% Δ Last Year		-2%						

PENDING	2010	2011	2012	2013	2014	Total
Convention	0	0	4	1	1	6
Conference	0	2	1	0	0	3
Banquet	0	10	0	0	0	10
Meeting	0	8	0	0	0	8
Consumer Show	0	1	0	0	0	1
Entertainment Event	0	0	0	0	0	0
PENDING TOTAL	0	21	5	1	1	28

TENTATIVE	2010	2011	2012	2013	2014	Total
Convention	0	0	9	14	16	39
Conference	0	3	10	4	6	23
Banquet	0	13	27	1	0	41
Meeting	0	11	12	1	1	25
Consumer Show	0	0	2	3	3	8
Entertainment Event	0	41	23	1	1	66
TENTATIVE TOTAL	0	68	83	24	27	202

UPCOMING EVENTS:

Jan. 7-9	2011 Home Expo	6200 ppl
Jan. 12-14	Every Child a Graduate Conference (DPI)	1000 ppl
Jan. 19-21	TDS Annual Sales Conference	300 ppl
Jan. 22	GHC-SCW Holiday Party	750 ppl
Jan. 25-26	The Wisconsin Credit Union League 2011 State GAC	300 ppl
Jan. 26	GMCVB Partner Connections: 2011 Kick-off	150 ppl
Jan. 27	Best of Madison Business Awards (Madison Magazine)	350 ppl
Jan. 28	Madison Police Department Graduation Ceremony	200 ppl
Jan. 29	Dean Health Plan Holiday Party	500 ppl
Jan. 30	Celebrating Youth! 2011	3500 ppl
Feb. 5	Muscle Walk (Muscular Dystrophy Association)	650 ppl
Feb. 5	Madison Media Institute Graduation	875 ppl
Feb. 10-11	WEDA 2011 Governor's Conference on Economic Development	400 ppl
Feb. 16-18	WI Land Information Association Annual Conference	425 ppl
Feb. 18	Kraft All Employee Meeting	500 ppl
Feb. 18	City of Madison Fire Dept. Promotion Ceremony	150 ppl
Feb. 19	Madison Civics Club	500 ppl
Feb. 23	Business Day in Madison	1000 ppl
Feb. 25	2011 SWEIO Convention (Southern WI Educational In-service Organization)	1500 ppl
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