



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

September 19, 2019

A. Administration:

- The process of developing a new three-year strategic plan began on August 29 with completion of the PESTLE/SWOT Analysis. The deliverables from that meeting will be provided to the Strategic Plan Sub-Committee with the intent of developing a new plan by mid-November.

B. Operations:

- Tony Gomez-Phillips has been invited to speak at the Fernwood Botanic Gardens about the William T. Evjue rooftop gardens and sustainable landscaping plans.
- Staff worked on planting more sustainable perennials, as well as power washing outside the building. Rooftop planter work will begin mid to end of October.
- Gift shop staff is working with maintenance doing an Olin Terrace tile audit. When completed maintenance will work from the list to repair and replace tiles.
- All of the 20 year employee work anniversary tiles are installed on the rooftop. As more employees reach this milestone, tiles will continue to be added.
- The air-wall replacement project in the Hall Of Ideas and Meeting Rooms was completed. This project necessitated the use of a crane to move materials back and forth from level four drive to the west dock.

C. Community Relations:

- Dane Dances! celebrated its 20th Anniversary season this year. Total attendance in 2019 reached 16,880 for the five Friday evening concerts. Average attendance was 3,376, which was a 17% increase over 2018. To celebrate this milestone the Common Council passed an honoring resolution and Mayor Rhodes-Conway presented a proclamation to President Al Cooper at Dane Dances! August 9. Dane Dances! also honored Monona Terrace for its support during a special presentation at the last concert of the season.
- High Tech Happy Hour presented PechaKucha Night Madison on August 28 as part of the Forward Festival. 118 people attended the fast-paced presentation which featured speakers who showcased their big ideas PechaKucha style, 20 slides, 20 seconds each.

- *Discover Wisconsin* had a nice feature on Frank Lloyd Wright architecture and Monona Terrace during its August 17 and 18 episode entitled “10 Reasons to Love the Madison Area.” Stream the episode on their website, discoverwisconsin.com.
- Plans are underway for Madison Mini Maker Faire on November 24. Maker Faire is a gathering of people who enjoy learning, making, and sharing what they do. *We are looking for individuals or groups who have a special skill or craft they’d like to showcase—if you know anyone who might be interested have them visit madison.makerfaire.com for more information.*

D. Gift Shop:

- The new Frank Lloyd Wright 2020 Calendars have arrived in the shop.
- The Madison College Commercial photography students will be returning to collaborate with the Gift Shop on a project involving photographic images of the building.
- Gift Shop ads for the Holiday Sale are booked in the Overture’s Footlights program from December 1- 22 for both the “A Christmas Carol” and “Rudolph the Red Nose Reindeer: The Musical.”
- In partnership with 1000 Museums, the gift shop will be offering a drop ship print program. Customers will be able to purchase any Frank Lloyd Wright or Georgia O’Keeffe print of any size, through the gift shop. They can even choose to have it matted/framed. It will be drop shipped directly from 1000 Museums. This expands the store’s print selection and options, without increasing inventory levels.

E. Sales and Marketing:

- The August booking pace report is attached.
- Monona Terrace was represented by the sales team at the following networking functions and other industry events: DMI Behind the Scenes, WARF Networking, MAGNET happy hour, Women’s Leadership series, MPI Awards Gala, MESBA Business after 4,
- Monona Terrace hosted the quarterly Destination Madison organized General Manager and Director of Sales Meeting (GM/DOS Meeting).
- Staff had “virtual” video attendance on sales calls with the Hilton sales director at the Connect Tradeshow meeting planner one-on-one “speed dating” format meetings in Lexington, KY.
- Staff attended the PESTLE and SWOT analysis meeting for Monona Terrace strategic planning.
- **UW Department of Pediatrics** is welcome back for their Annual Banquet. This will be their 19th visit with us. **Brakebush** is also making a welcome return for their National Sales Meeting. They have been meeting off and on with us since 2008. Lastly, appreciation is extended to **Art Fair off the Square**, who will return in 2021. They have hosted their event here every year since 1998.

- Below is a summary of all other events booked in the month of August:

Repeat	New	Weddings
14	9	9

F. Event Services:

- UPCOMING EVENTS:

Sept. 3-9	Ironman Wisconsin 2019	5000
Sept. 12-15	ISCT Regional Conference 2019 (International Society for Cellular Therapy)	500
Sept. 25	WHEDA Conference 2019	1000
Sept. 28	Chosen Few Fighting Championships	1000
Oct. 1	Greater Madison Chamber of Commerce Annual Dinner	1000
Oct. 10	Dane County Housing Summit	200
Oct. 11	Madison Fire Dept. Achievement & Promotions Ceremony	200
Oct. 13	Q106 Storytellers	1000
Oct. 15-16	YWCA Racial Justice Summit	800
Oct. 15	Madison Camaguey Sister City Association Meeting	20
Oct. 18-20	Freedom from Religion Foundation Convention	1000
Oct. 20-22	Trek World	1200
Oct. 23-25	2019 Wisconsin State Music Conference	1300
Oct. 28	2019 DMI-Downtown Madison Inc. Annual Dinner	650
Nov. 2	Madison Area Police & Fire Charity Ball	450
Nov. 8-9	2019 Madison Marathon Expo	4000
Nov. 9-10	2019 Winter Art Fair Off the Square	5000
Nov. 24-17	Sigma Xi 2019 Annual Meeting	500
Nov. 23	DCFM Winter Farmers' Market	1200

G. Business Office / Human Resources

August finances will be discussed at the board meeting.