



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

ONE JOHN NOLEN DRIVE MADISON, WI 53703 TEL608 261-4000 FAX608 261-4049

REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

May 15, 2014

A. Administration:

- The “Joint Services with the Alliant Energy Center” Report and “Small Business and Employment Opportunities Report” are attached and will be discussed at the board meeting.
- The 2013 Annual Report will be handed out and discussed at the board meeting.

B. Operations:

- Strategic Planning for years 2015-2017 is underway.
- Based on the employee engagement survey focus group results, the following teams have been established:
 - Communications team
 - Employee recognition team
 - Professional development team
 - New employee academy
 - Problem solving team
 - The teams will start meeting sometime in May.

C. Community Relations:

- Tunes at Monona Terrace – Spring Season
 - Event Total Attendance = 1,185
 - Event Average Attendance = 296
- Moon Over Monona Terrace – New Spring Event
 - Event Partner = Madison Astronomical Society
 - Event Attendance = 750

- PechaKucha Night Series – Spring Season
 - Event cosponsor is High Tech Happy Hour
 - Event Total Attendance = 358
 - Event Average Attendance = 179

- On April 11, Monona Terrace hosted a Familiarization Tour of 24 international group tour meeting & incentive planners, and media from around the world. The tour was facilitated by the Greater Madison Convention and Visitors Bureau to boost international tourism to the area.

- In April, tours and school programs were provided to Leopold Elementary (Madison), Frank Allis Elementary (Madison), UW-Madison Conversational English, Chicago Educational Talent Search, Lighthouse Assisted Living of Sun Prairie, and Country View Elementary (Verona).

- A scout workshop about public speaking was offered to middle school aged girls on April 12. Monona Terrace staff worked in partnership with an improvisation artist to present the program.

- A docent training meeting occurred on April 16 to provide information on how to incorporate our new Beyond the Drawing Board exhibit into tours, as well as best practices in doing student tours.

- Digital Tourism marketing, as well as tourism promotions, have grown in the first quarter of the year in light of the new exhibitions on site. In addition, the Greater Madison Convention & Visitors Bureau now has a staff person assigned to the group tour market, which will be a great boost for group tours in the Madison market.

D. Gift Shop:

- A new Gift Shop Team Member was hired, Celeste Richards-Gannon. The team is excited to have her aboard.

- Staff attended the annual Museum Store Association Expo in Houston, TX. This provided a great opportunity to research new products and to network with other Frank Lloyd Wright gift shops.

- Some new reusable and environmentally friendly flameless luminaries and expandable vases—perfect for the Farmer’s Market—have arrived.

- New merchandise for the children’s section is in, including a wide array of items for children ages 0-16.

E. Sales and Marketing:

- The April booking pace report is attached.
- Staff gathered information for and participated in a number of Judge Doyle Square staff team meetings.
- Monona Terrace and Monona Catering assisted the GMCVB and the WI Department of Tourism by hosting a portion of a Familiarization Tour (FAM Tour) of the Madison area for 24 international tour operators and media from different countries.
- The July issue of Madison Magazine will feature the Lake Vista Café in a section about fun outdoor dining spots.
- Staff participated in several strategic planning sessions with both MT Board members and a staff only meeting.
- Monona Terrace was represented by the sales team at the following networking events: MAGNET, DMI New Faces/New Places, SMBA Monthly Networking, Meeting Professional International monthly meeting, Madison Civics Club Meeting, DMI What's Up event, Sustain Dane quarterly meeting, GMCVB Customer service presentation. Staff also represented MT at the Madison College Meeting and Event Management 10 Year anniversary celebration in Middleton.
- In terms of repeat events that should be recognized for their loyalty, thanks go to **Sonic Foundry** for hosting their annual shareholder's meeting. They have been holding the event here since 2000. Thanks also go to **WI Realtors**. They will be retuning for their 16th Realtor and Government day with us.
- Below is a summary of all other events booked in the month of April:

Repeat Events	New Events	Weddings
22	11	4

F. Event Services:

• **UPCOMING EVENTS:**

May 1-2	WiscNet Future Technology Conference	350 ppl
May 7-9	AIA Wisconsin 2014 Convention & Expo	2000 ppl
May 18-20	Midwest ACAC Conference (WI Association for College Admissions Counseling)	600 ppl
May 21-23	ACD Games Day 2014	600 ppl
May 23-24	Spring Twilight 10K & Half Marathon	4500 ppl

June 2-6	2014 American Physical Society's DAMOP Annual Meeting (Division of Atomic, Molecular and Optical Physics)	1000 ppl
June 15-17	2014 Reciprocal Meat Conference	700 ppl
June 18-20	Quality Educator Convention	1000 ppl
July 12-13	Art Fair Off the Square	5000 ppl
July 14-16	American Data's ECS Users' Convention	300 ppl
July 17-19	Fairway Independent Mortgage Annual Meeting and Processing Summit	375 ppl
July 30 – Aug. 6	Trek Bicycle Corporation Sales Meeting	1600 ppl

G. Business Office / Human Resources

- April Finances will be discussed at the Board meeting.



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BOOKING PACE AS OF 4/30/14

DEFINITE	2013	2014	2015	2016	2017	2018	Total	Δ Last Month
Convention	30	26	26	12	6	2	72	1
Conference	35	24	17	0	0	0	41	1
Banquet	204	186	8	0	0	0	194	8
Meeting	130	142	13	0	0	0	155	29
Consumer Show	19	18	5	1	0	0	24	1
Entertainment Event	114	107	4	0	0	0	111	22
DEFINITE TOTAL	532	503	73	13	6	2	597	62
% Δ Last Year		-6%						

PENDING	2014	2015	2016	2017	2018	Total
Convention	1	0	1	0	0	2
Conference	1	4	0	0	0	5
Banquet	6	6	0	0	0	12
Meeting	9	3	0	0	0	12
Consumer Show	1	0	1	0	0	2
Entertainment Event	15	15	0	0	0	30
PENDING TOTAL	33	28	2	0	0	63

TENTATIVE	2014	2015	2016	2017	2018	Total
Convention	0	4	15	17	20	56
Conference	1	7	8	1	0	17
Banquet	3	62	8	1	0	74
Meeting	8	15	0	0	0	23
Consumer Show	0	10	3	5	3	21
Entertainment Event	19	2	1	1	1	24
TENTATIVE TOTAL	31	100	35	25	24	215