



# 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

**May 16, 2024**

### **A. Administration:**

- Staff is working on setting up Quarterly meetings with the State of WI to discuss parking ramp construction that might impact events and events that might impact parking.
- Staff and the consulting firm, HVS Convention, Sports & Entertainment Consulting completed work on the Market and Impact Study. They will present at the board meeting.
- Staff submitted the Monona Terrace 2025-2030 capital budget plan to City Finance and participated in the first step of the review process by the Mayor and Deputy Mayors.

### **B. Operations:**

- The fountain was turned on and the furniture was set on the rooftop for the season. Outdoor plants have been ordered and bed prep has begun. In addition, power washing of the rooftop is in progress.
- A 50% Maintenance Mechanic was hired. He is a former full-time employee, with lots of history and understanding of the building. With all of his building specific knowledge, he will be a good addition to the current team.
- A new electric forklift, provided by the city, is on order. In preparation for it, a forklift charger has been installed.
- The new chiller is now operating. Once the required reports are completed and submitted, the grant under which the chiller was purchased, will reimburse much of the cost.
- The security contract with CSC will continue, however, this time it will be through a service contract with the State of Wisconsin who have secured CSC for their sporting events through 2025. As a city agency, Monona Terrace can "piggyback" on state contracts. This is good news, as the current security contract between Monona Terrace and CSC expires this year, and this arrangement saves staff a great deal of time.
- The new indoor trash receptacles have been ordered and will be here in June.

**C. Community Relations:**

- Yoga Core hybrid is close to finishing the season, with sessions Tuesdays and Fridays from February 2 to May 10 at noon. In April there was a total attendance of 473 participants, with 116 attending in person and 357 online. The average attendance for April was 68 participants per session. This event is sponsored by Friends of Monona Terrace.
- Meditation at Monona Terrace wraps up on May 16 for the winter/spring season. The virtual event is held Thursdays from January 11 to May 16 at noon. The program garnered a total attendance of 194 participants in April, with an average of 49 attendees per session. The series is sponsored by Friends of Monona Terrace.
- The summer Concerts on the Rooftop series has been announced! The fun and diverse line-up features La Combi, Sixteen Candles, WURK, The Docksidiers, Kinfolk, and The People Brothers Band. Sponsors for the series include New Glarus Brewing Company, Leinenkugel's, Madison Gas and Electric, TruStage, and Friends of Monona Terrace.
- Monona Terrace and Tourism Coordinator Heather Sabin were featured on Bravo's Top Chef Wisconsin television show as part of the Frank Lloyd Wright Trail episode. The chef contestants were wowed by the beauty of our facility, and they used the acquired knowledge and architectural inspiration in a food challenge at Taliesin.
- A Wright Design Series lecture occurred on April 26 with a panel presentation of local women real estate developers. In person audience was 30 and Zoom audience was 40 for a total attendance of 70.
- Tours and programs were provided to St. James School (Madison), Middleton High School, Blessed Trinity (Dane), and Stormonth Elementary (Fox Point).

**D. Gift Shop:**

- The Gift Shop installed software upgrades to the Point-of-Sale system - CounterPoint.
- The Gift Shop received several new Frank Lloyd Wright inspired products this month, including:

*RainCaper umbrellas and wraps.*



*Woodstock windchimes.*



*Table linens and kitchen comfort mats.*



*New Frank Lloyd Wright t-shirts and hats:*



**E. Sales and Marketing:**

- The April booking pace report is attached.
- Staff completed and distributed the 2023 Monona Terrace Annual Report. The title and focus of the report is *Beyond the Building*.
- Monona Terrace was represented by the sales team at the following virtual networking functions, trainings, and other industry events: MPI Spring Education Day, AFP Lunch & Learn, Elevating Events F&B, AFP Fundraising Fundamentals Lunch & Networking.
- Returning to Monona Terrace is **National CooperativeRx** with their Annual Meeting in 2025. Except for the pandemic, they have been meeting here since 2008. Also returning is **Clean Lakes Alliance** (CLA) with their Community Breakfast in 2025. From their website: “..... *continue the tradition of bringing together our watershed’s premier scientists, business and organizational leaders, heads of government, and officials from the Ho-Chunk Nation to learn more about the lakes (originally known as Teejop) and new opportunities for continued collaboration and progress.*” CLA first hosted this breakfast here in 2014, they moved to AEC in 2019 then returned to MT in 2023.
- New clients **Wisconsin LGBTQ Chamber of Commerce** will be hosting the 2024 Pride Business Showcase in June of 2024. A “*free signature event which is an opportunity to celebrate Pride Month, as well as to network with different businesses and individuals that support the LGBTQ community.*” And **UW-Madison Division of Extension** is hosting an inaugural event with here called “Fatherhood in Focus Conference” this event offers “.....*a pivotal platform for fathers across Wisconsin to converge, connect, and collectively address challenges in their roles. Through workshops facilitated exclusively by men and fathers, we aim to pinpoint and discuss predominant issues impacting fatherhood.*”
- Below is a summary of all other events booked in April:

Repeat	New	Weddings
30	8	4

**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.
- May total events = 43
  - 12 Meetings
  - 19 Banquets
  - 4 Conventions
  - 5 Conferences
  - 1 Consumer
  - 1 Community Use

- 1 Entertainment
- Events of Note:
  - InterActivity 2024, 900
  - ACD Gamesday 2024, 550
  - Children & Nature Network 2024, 700
  - UW Law School Hooding Ceremony 2,000
  - UW-Madison Economics Department Graduation Celebration, 1,400
- June total events = 29 (2 pending)
  - 6 Meetings
  - 17 Banquets
  - 3 Conventions
  - 2 Entertainment
  - 1 Community Use
  - Events of Note:
    - ASLO 2024 Summer Meeting, 900
    - 2024 American Astronomical Society AAS Meeting, 750
    - 2024 NSMMS & CRASTE, 600
    - iForward Graduation 2024, 1,000
- July total events = 23 (2 pending)
  - 3 Meetings
  - 15 Banquets
  - 3 Conventions
  - 1 Consumer
  - 1 Entertainment
  - Events of Note:
    - IPMS/USA 2024 National Convention, 3,000
    - 2024 PLC Institute, 1,500
    - 2024 Art Fair Off the Square, 75,000
    - CASE Summer Institutes Closing Reception, 500

**G. Business Office / Human Resources**

- Interviews of for the full time third-shift Operations Worker have been completed.
- MT Business Office and Sales staffs worked diligently to complete all of the steps in the City HR process to launch a recruitment for the Monona Terrace Director of Sales Position. The incumbent, Larua MacIsaac is retiring in October after 27 years with Monona Terrace in three progressively more responsible positions.
- April's finance report will be discussed at the board meeting.