



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

January 16, 2025

A. Administration:

- The LEED Application was submitted the first week of December, a certification will be issued after review, it generally takes a month or so. Once received, Monona Terrace will hold concurrent certifications, the cycle 4 Platinum and the beta V5 Gold certification.

B. Operations:

- Operations staff performed year end cleaning: full building carpet extraction along with all main entrance mats, laundered all drapes and skirts and full bathroom detail cleaning, did maintenance and cleaning on all Ride Vacs, Floor scrubbers, Hand Vacs, Carpet Extractors, organized all storage areas, detail cleaned all benches, stools, soft seats, lakeside chairs, trash/recycle cans, ledges and lighting overhangs, wall baseboards and all employee and emergency stairwells.
- Maintenance staff have winterized the building, shutdown the fountain, drained chillers and outside waterlines.
- Staff attended the annual elevator meeting with Adam Smith of Performance Elevator Consulting. He inspected all elevator and escalators. He reviews the work with city contracted vendors Schindler and Schumacher.
- Window replacement in the Grand Terrace and Community Terrace started in December and is almost complete.
- Staff met with Johnson Controls on 5-year plan for NAE (network automation engines) and VAV (variable air volume systems) replacement for the HVAC system.
- Poinsettias and holiday trees were arranged and setup by the new gardener in mid-November. The last holiday party for the season is January 11. holiday décor will be taken down next week Tuesday.
- The gardener also added more permanent plants to the interior planters and hallway pots throughout the building. Tree removal was performed on the rooftop and docks. New trees have been ordered and will be planted in the spring.
- In November, AV staff began planning the structured cabling of the Ballroom and surrounding spaces on the east side. This project will replace original cable some of it damaged and upgrade the infrastructure as a step towards future proofing the facility as technology evolves.

C. Community Relations:

- **Meditation at Monona Terrace** continued virtually during the fall season under the instruction of Sarah Moore, MD, and sponsored by Friends of Monona Terrace. The sessions were held online every Thursday from September 19 to December 19 at noon. November's attendance totaled 233, with an average of 78 participants per session. December saw 205 attendees, averaging 68 per session. For the fall season, the program achieved a total attendance of 1,067, with an average of 82 participants per session.
- **Yoga Core**, offered in a hybrid format, was led by instructors Jo Temte and Devonna Peters. It was sponsored by Friends of Monona Terrace. Sessions occurred on Tuesdays and Fridays from October 11 to December 20 at noon. In November, the program attracted a total of 417 participants with average attendance figures of 70 participants per session. December recorded a total of 369 attendees with average session attendance at 62. Across the fall season, Yoga Core achieved a total attendance of 1,113 participants, with an overall average of 70 participants per session.
- The **PechaKucha Night Madison – Emerging Tech** event was held on Thursday, November 14, in partnership with Yahara Software and Women in Biohealth Wisconsin. The event drew 71 attendees.
- The **Mini Meditation Retreat**, led by Sarah Moore, MD, took place in person on Sunday, November 24, from 10:00 am to 1:00 pm. This retreat attracted 60 participants.
- Group tours were provided to WESLI and Pewaukee High School. Overall 2024 was a great year for public tour attendance at 951, the highest since the pandemic.
- The third annual **Shapes and Suncatchers** family program, a hands-on art-making activity, was held on Sunday, December 1 from 1-3 pm and was attended by 51 visitors of all ages.
- The **Volunteer Holiday Party** took place on December 4, celebrating the contributions of 50 volunteers who collectively contributed 1,049 hours in 2024.

D. Gift Shop:

- The Gift Shop held its annual Holiday Sale from Saturday, November 30 - December 23. Most everything was 20% off. The sale was well received and pushing past the monthly and annual sales goals. Top selling merchandise during the sale.
- The Gift Shop added a few more new products, including: Several more color options for the Monona Terrace leather patch hats, chopstick sets including Frank Lloyd Wright patterns, and expandable acrylic dog bowls with Frank Lloyd Wright Designs.



- Staff is gearing up for our annual inventory in January.

E. Sales and Marketing:

- The November and December booking pace reports are attached.
- On election night ABC National News broadcast live on TV from Olin Terrace (which they rented) with the spectacular view of the Capitol in the background.
- The MT Sales staff exceeded their total annual team revenue goal in 2024, selling about 105% of the 2024 goal. Revenue was \$2,823,560 actual, versus the goal of \$2,693,600. This is for events that occurred in 2024 and those booked for future years.
- With help from City Purchasing, MT Staff issued a Request for Proposals from full-service ad agencies interested in working with Monona Terrace for the next two years, with the possibility of additional one-year extensions. Proposals were received from 14 ad agencies and the evaluation panel selected Shine United, LLC of Madison as the successful bidder.
- Monona Terrace was represented by the sales team at the following networking functions, trainings, and other industry events: Destination Madison GM/DOS Meeting @ AEC; Destination Madison - Milwaukee & Madison Downtown Exchange; DMI - New faces new places; DMI - I.D.E.A.S Madison Dntowners.
- New Events:
 - WebMD Health Services is a new client, and they have booked 2 Regional Biometrics Screenings for 2025.
 - Concerts & Cuisine will be here for the first time. This is an annual gala event presented by the Wisconsin Chamber Orchestra (WCO) that combines music, food, and community.
 - Entegral Summit 2026. This event is new to MT, and its purpose is to achieve three goals (Educate, Celebrate, Connect) for the Entegral employees. Entegral is a subsidiary of Enterprise Global (rent-a-car).
- Repeat Events:
 - Wisconsin League of Conservation Voters was first here in 2003 and has booked their WLCV Conservation Lobby Day 2025 meeting. This is repeat event that has booked off and on through the years, a total of 8 times since 2006.

- Mad Hatters booked 3 more Candlelight Concerts here. They have booked concerts here monthly since September of 2023.
- Q106 Storytellers is coming back in 2025. This is an acoustic concert series that features 4-5 national up-and-coming artists telling the stories behind their favorite songs. They have been at MT every year since 2016.
- YWCA Madison booked their fifteenth Racial Justice Summit here for September 2025.
- Below is a summary of all other events booked in November & December:

Repeat	New	Weddings
28	16	9

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.

- February Total events = 35 (1 pending)
 - 1 Convention
 - 8 Meetings
 - 14 Community Use
 - 2 Entertainment
 - 6 Banquets
 - 2 Conference
 - 2 Consumer
 - Events of Note:
 - 2025 Dairy-Aire Gymnastics Invitational 4,000
 - POP Cats 4,000
 - 2025 Madison Build, Remodel & Landscape Show 4,000
 - United Way of Dane County 2025 Community Luncheon 950
 - Findorff Employee Recognition Party 700
 - WNA Nurses Day at the Capitol 700
 - Candlelight Concerts 600
 - 2025 RENEW Wisconsin Summit 600
- March Total events = 31
 - 4 Meetings
 - 12 Community Use
 - 4 Entertainment

- 7 Banquets
- 3 Conference
- 1 Consumer
- Events of Note:
 - Friends of UW Health 2025 AFCH Gala 500
 - Q106 Storytellers 970
 - Clasen Quality Chocolate 2025 Perfect Attendance & Safe Driving Dinner 550
 - Disability Advocacy Day 550
 - Breakthrough T1D Wisconsin Gala 2025 450
- April Total events = 45 (1 pending)
 - 3 Convention
 - 13 Meetings
 - 13 Community Use
 - 3 Entertainment
 - 7 Banquets
 - 4 Conference
 - 2 Consumer
 - Events of Note:
 - Wisconsin Vintage Fest 4,000
 - Madison West High School Prom 2025 1,000
 - Wisconsin Hospital Association 2025 Advocacy Day 900
 - 2025 International Trails Summit 800
 - 2025 Access Community Health Centers Celebration of Service Dinner 800
 - Yu-Gi-Oh Regional 600
 - WVMA Blue Coat Ceremony 500
 - The Vault Runway Show (April 27 or May 4) 500
 - Concerts & Cuisine 500

G. Business Office / Human Resources

- New Mechanic 1, Erick Bakkum, started in December. He is currently training.
- November's finance report will be discussed at the board meeting.