



# MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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## REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

**January 20, 2022**

### **A. Administration:**

- On November 19, Monona Terrace and Catering staff held our first hybrid all-staff meeting with about 30 in-person staff and 15 virtual staff. The event was masterfully coordinated by the AV department.
- A team of staff have been working on adjustments to the Strategic Plan in 2022. The pandemic and subsequent events have shaken the industry and shifted priorities. Monona Terrace is responding to that with an adapted and improved strategic plan for the coming year.
- Operations Manager, Bryan Cator, was interviewed by pc/nametag regarding special event security. The article was posted on pc/nametag's blog: [Special Event Security: A Q&A with the Monona Terrace Convention Center](#)

### **B. Operations:**

- In November Monona Terrace was awarded LEED-EB Platinum by the US Green Building Council. This top-level achievement was the culmination of hundreds of hours of work by staff along with the consulting company Leonardo Academy.
- Several projects were finished in November and December including loading dock concrete repairs, lakefront building re-caulking, and lakeside window replacements.
- Over the winter, maintenance will be working on the rooftop's irrigation system and the fountain's sand filter to ready things for reopening in the spring.
- Maintenance is working with the City's sustainability team to apply for an energy grant from the Public Service Commission of Wisconsin for LED lighting, a new chiller and upgrading the building's automation system. This grant is up to \$1M.
- A checklist of deep cleaning and building maintenance projects has been developed and is set to be finished prior to the 25<sup>th</sup> Anniversary Celebration.
- The Dane County Farmers' Market, the Madison Marathon Expo, the Winter Art Fair and the Fair Trade Holiday Festival kept operations very busy, with thousands of people through the building on those weekends.

### **C. Community Relations:**

- Virtual Meditation at Monona Terrace had a strong fall attendance with an average of 119 people per session and a fall season total of 1,669. The event

was online noon on Mondays through Dec.13 and returns on Wednesday for the winter/spring session starting January 26.

- Yoga Core went hybrid this fall with more people choosing to attend online than in person, during this pandemic. The series is held Tuesdays and Fridays at noon. Fall season average attendance was 61, with total fall attendance of 1,588. The program is sponsored by Group Health Cooperative of South Central Wisconsin.
- Nick Hayes, homeowner of a Frank Lloyd Wright-designed residence in Milwaukee, presented “What We Can Learn Inside Frank Lloyd Wright’s Forgotten House” during a Virtual Wright Design Series on Dec.15. The program was sponsored by Wright in Wisconsin and attended by 205 people.
- Monona Terrace participated in Madison Museum of Contemporary Art’s citywide Gallery Night on November 12, inviting the public to view Monona Terrace’s three indoor exhibitions. The citywide annual event organized by MMOCA highlights Madison’s art exhibit offerings.
- Staff organized a fun and educational volunteer field trip to Olbrich Botanical Gardens on November 16, with tours provided by the horticulturists on staff.
- Planning is underway for the 25th anniversary celebration in July. Two local headline bands have been invited to play at the rooftop celebration, and additional entertainment is under consideration.

**D. Gift Shop:**

- The annual Gift Shop Holiday Sale ran from Saturday, November 27 – Thursday, December 23. It was a great success, and accounted for 31% of total sales for the year.
- Staff is still researching custom merchandise ideas for Monona Terrace’s 25th Anniversary, and are working with the Friends of Monona Terrace group on this.
- The Gift Shop hired Jodi Tessmann, a long time hourly employee, into the permanent 50% Sales Associate position. It’s exciting to be training her for this new role.

**E. Sales and Marketing:**

- The November and December booking pace reports are attached.
- Monona Terrace and Destination Madison staff met virtually with JLL Consulting staff a total of five times in November and December to move the Optimization Study project forward. It is getting close to the point where JLL will review recommendations with MT and DM sales staff. First, each team separately, then in a subsequent meeting with both teams together. Before implementation staff has invited JLL to present findings and recommendations to the MT Board and to the DM Board.
- The Monona Terrace Event Booking Assistance Advisory Committee met on December 14. The Committee approved a total of \$144,150 in new requests for funding from seven conventions with combined estimated direct spending of \$5,993,063. Additionally, the Committee approved rolling forward a total of \$31,635 in previously approved funds for three conventions that moved to

future years due to COVID. They moved from 2021 to 2022, from 2022 to 2023 and lastly from 2024 to 2025. The total estimated direct spending of these three conventions is \$1,501,799.

- Staff is working on the 2023 Equipment and Services Price List as well as recommended 2023 room rental rates for the Board to consider at the February meeting.
- Staff initiated a Search Engine Optimization project for MononaTerrace.com with consultant Xivic, Inc. who built the MT web site. The following areas were addressed:
  - Updates to the WordPress program/plugins and site speed improvements
  - Google Analytics maintenance, Google My Business review and update/optimization
  - Homepage and main landing page content review and optimization, back linking, and blog content audit.
- Monona Terrace was represented by the sales team at the following virtual networking functions, trainings and other industry events: DMI What's Up Downtown, DMI State of the Downtown event, DMI Navigating Vaccine Mandates and Policies, AFP Annual Year End Meeting, Chamber Lunch (Up)date, CVENT Group Business Insights, MPI 30 Minute Monday, RESJI Speaker Series: Hate Crimes, City of Madison Women's Networking Coffee and IAVM Convention Center Sales Roundtables
- **Wisconsin Technology Council's** WI Early Stage Symposium will be returning again next November. This will be their 17<sup>th</sup> Symposium here. Also returning is the **Fair Trade Holiday Festival** in December of 2022. They have been meeting here since 2008.
- **Compeer Financial** is a new client and they have booked a 3-day meeting for their board and executive leadership team for January 2022. According to their website, "Compeer Financial is a member-owned, Farm Credit cooperative serving and supporting agriculture and rural communities."
- Below is a summary of all other events booked in the months of November & December:

<b>Repeat</b>	<b>New</b>	<b>Weddings</b>	<b>COVID-19 Rebook*</b>
37	15	8	5

\* Events that had been previously confirmed/definite, but moved to a new date due to COVID.

#### **F. Event Services:**

- **UPCOMING EVENTS:**

Public Health Madison & Dane County's Face Covering Emergency Order #6 requires face coverings among people ages two and older when in any enclosed space open to the public where other people, except for members of the person's own household or living unit, are present. This order expires on February 1. We do not know if another order will be issued when this order expires.

Here is a summary of the events contracted (definite status) or under contract (pending status) for January, February and March. The attendance figures noted are preliminary numbers and will most likely change.

- **January**

Total events = 9 (all definite)

- 3 Meetings
- 0 Banquets
- 2 Conferences
- 1 Convention
- 1 Consumer Show
- 1 Entertainment
- 1 Community Use Event

Events of Note:

- 2022 Madison Home Expo, 6,000 people
- Dairy Business Association 2022 Dairy Strong, 450 people
- Chosen Few Fighting Championships, 1,000 people

- **February**

Total events = 13 (12 definite, 1 pending)

- 4 Meetings
- 3 Banquets
- 2 Conferences
- 1 Convention
- 1 Consumer Show
- 1 Entertainment
- 1 Community Use Event

Events of Note:

- 2022 Madison Build, Remodel & Landscape Show, 4,000 people
- 2022 Dairy-Aire Gymnastics Invitational, 4,000 people

- **March**

Total events = 18 (17 definite, 1 pending)

- 5 Meetings
- 5 Banquets
- 2 Conferences
- 2 Convention

- 3 Consumer Show
- 1 Entertainment

Events of Note:

- 2022 World Championship Cheese Contest, 600 people
- 2022 Wisconsin Governor's Conference on Tourism, 800 people
- Mary Kay Career Conference 2022, 1200 people
- Q106 Storytellers, 800 people

**G. Business Office / Human Resources**

- November finances will be discussed at the board meeting.