



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

June 16, 2022

A. Administration:

- Staff is working on details for the special 25th Anniversary Reunion Reception for the people that made Monona Terrace possible. This event is held on July 22, the night before the community celebration. All current board members have been invited to attend. Past (and some current) government officials, committee members, consultants, designers and government employees have been invited. These are people who campaigned, planned, and otherwise shepherded the Monona Terrace Project to completion.
- Staff is working with the Dane County School Consortium Youth Apprenticeship Program to develop potential apprenticeships for the next school year. Potential areas include operations, maintenance, gift shop and catering.
- Staff attended the virtual City of Madison Room Tax Commission meeting on May 17. City Finance Director Dave Schmiedicke reviewed the 2022 First Quarter room tax collections, and the 2022 YE and 2023 YE revenue forecast for the Room Tax Fund. The fund is doing better now and is coming back from the pandemic with projected revenue at \$17 million for 2022 and the preliminary forecast for 2023 is \$19 million.

B. Operations:

- The operations department had 31 applicants for its full time operations worker positions. They will interview and make hires by June.
- Managers are working on revising the Continuity of Operations Plan (COOP) manual. The organization will use this playbook in the event of a major disruption in operation.
- Staff met with PSC regarding the energy grant, they awarded. They would like for Monona Terrace to use this money to do both the chiller replacement and the control upgrade; however, the sum awarded will only cover one of these projects not both.
- Rooftop fountain replacement parts were received, installed and the fountain was turned on for the season.
- Bids are coming in for the Olin Terrace tile installation project. Costs are higher than expected and the project scope may need to be reduced slightly to stay within the budget.

- This spring AV has been supplying camera services in-house for events, with the new cameras they purchased this year. Previously this service was contracted out.
- AV is gearing up for another season of rooftop concerts. This year the maintenance department has made the job easier by installing conduit into the planting beds for cable runs.

C. Community Relations:

- Yoga Core has concluded for the spring season. This hybrid event was held Tuesdays and Thursdays, Jan 11-May 27 at noon. Online attendance was strong, with the bulk of participants for the season attending on Zoom and very few in person. Total attendance for the spring season was 2,495 people with 2,176 online and 319 in person. Average attendance was 72 per session. Total attendance for May was 389, with 310 online and 79 in person. The series is sponsored by Group Health Cooperative.
- Meditation at Monona Terrace has ended for the spring session. The virtual event was held Wednesdays at noon Jan. 26-May 25. Total attendance for May was 264, with average attendance of 66. Total Attendance for spring season was 1,758 with an average attendance of 98. The series is sponsored by Friends of Monona Terrace.
- Student programs returned in April with visits from Saint James School (Madison), Mondovi Elementary (Mondovi), Eagle School (Richland Center) and Performance Tours (St Paul). Monona Terrace staff and volunteers travelled to Winnequah Elementary in Monona to facilitate five Froebel Block workshops.
- After a pause in winter due to the pandemic surge, staff resumed the Essential Experiences program on April 30 with nine attendees. The program is a tour and art making combined experience.
- A Virtual Wright Design Series program was offered on Tuesday, April 26, presented by Tom Kundig of the firm Olson Kundig in Seattle. There were 187 log-ins. American Institute of Architects Wisconsin sponsored the lecture.

D. Gift Shop:

- The Gift Shop is still working with CP-Commerce, The Retail Computer Group, City Finance, and City IT, to finalize documentation regarding PCI compliance and P2PE (point-to-point encryption).
- 25th Anniversary merchandise is expected to arrive soon for both the Friends of Monona Terrace and the Monona Terrace Gift Shop. The Friends of Monona Terrace team are expecting tote bags and portable cutlery sets, while the Gift Shop is expecting hats and water bottles.

E. Sales and Marketing:

- The May booking pace report is attached.
- Monona Terrace and Destination Madison staff met to discuss the DM/City contract extension. There is agreement on the scope of work, and measurements. The financial structure of the agreement is being worked on with involvement of City Finance.
- The Monona Terrace Event Booking Assistance Advisory Committee met on May 17. The Committee approved a total of \$179,425 in new requests for funding from six conventions with combined estimated direct spending of \$6,261,669. Additionally, the Committee approved rolling forward a previously approved funding request of \$6,750 for the WI Library Association who will now be in Madison in 2025 rather than 2023. Their estimated direct spending is \$192,633. Lastly, the Committee approved an exception requested by the Public Relations Society of America Travel and Tourism Conference in June, 2023. Rather than a reduction of Booking Assistance Funds starting at 85% of their hotel guest room pick-up they requested the reduction start at 75% pick-up of their hotel guest room block. They are approved for \$12,375 in funding based on 825 room nights consumed. PSRA's estimated direct spending is \$379,648.
- Destination Madison organized a meeting of hoteliers, DM and MT staff to collaborate and discuss the state of the downtown industry, the DM Brand Campaign/B to B kickoff, progress on the DM three year strategic plan and group business accounts.
- Monona Terrace and Destination Madison staff are meeting on a regular basis to continue with implementation of the JLL Optimization Study recommendations.
- 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 Nosh at Noon, Q2 Meetings Check-in Webinar, MPI Monthly Meeting, and MPI May Hot Topic Chat: All things F&B.
- Staff participated in the Supervisor Networking Meet-up offered by the City.
- **GSAFE** has rebooked their Celebration of Leadership Banquet in May 2023 (18th year with MT). Also, **Access Community Health Centers** will be hosting their Celebration of Service Dinner in April 2023 which will be their 17th year here.
- In new business, **Dancing Goat Distillery** is coming to Monona Terrace. They will be using Olin Terrace for three separate product activations. They hope to capture interest of folks from the other events taking place downtown in the area (Live on King Street, Farmers Market etc.).
- Below is a summary of all other events booked in the month of May:

Repeat	New	Weddings	COVID-19 Rebook*
20	12	5	1

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

F. Event Services:

- There are currently no COVID-19 restrictions in place from Public Health Madison & Dane County. Clients determine what COVID-19 measures, if any, they have in place for their events.

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

- June: Total events = 49 (48 definite, 1 pending)
 - 17 Meetings
 - 26 Banquets
 - 1 Conference
 - 3 Conventions
 - 1 Consumer Show
 - 1 Community Event
 - Events of Note:
 - iForward Graduation 2022, 800 people
 - Power Line Systems Advanced Training Users Group, 300 people
 - 2022 NSMMS & CRASTE Convention, 450 people
- July: Total events = 28 (27 definite, 1 pending)
 - 3 Meetings
 - 21 Banquets
 - 2 Conventions
 - 2 Consumer Shows
 - Events of Note:
 - 2022 Art Fair Off the Square, 75,000 people
 - Intelligent Systems for Molecular Biology (ISMB) 2022, 1,200 people
 - American Society for Virology Annual Meeting 2022, 1,700 people
- August: Total events = 25 (23 definite, 2 pending)
 - 6 Meetings
 - 16 Banquets
 - 2 Conventions
 - 1 Consumer Show
 - Events of Note:
 - 2022 AMS Collective Madison Meeting, 550 people

- Latino Chamber of Commerce Annual Awards Gala, 850 people
- Parts Unlimited & Drag Specialties NVP Product Expo 2022, 1000 people

G. Business Office / Human Resources

May's financial report will be shared at the board meeting.