



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

November 17, 2022

A. Administration:

- Administration and sales staff were honored with #teamcity awards from the Mayor at the October 20 ceremony. Laura MacIsaac received recognition for 30 years with the city and Sara Carrizal received an Outstanding Member of Team City award.

B. Operations:

- The rooftop chairs and umbrellas have been stored for the winter. And the rooftop restrooms have been winterized and closed. The fountain and bubblers have also been winterized and turned off.
- The cooling systems have been turned off and the heating systems are engaged. Maintenance staff is getting the snow removal equipment and supplies in order.
- Operations capital equipment purchases for 2022 are on order and will be in-house by year end. Equipment being replaced is a riding extractor, a riding vacuum and stage skirting. Existing equipment will be offered as city surplus.
- A new RFP for window cleaning services went out. The current company Central Wisconsin Window Cleaning who has performed very well will be rebidding.
- The entire Operations and AV team were incredibly busy with October's events. There was a long stretch of back-to-back large events, including National 4-H Conference, Q106 Storytellers, Greater Madison Chamber Dinner, Business Day and Wisconsin Music Educators Conference.

C. Community Relations:

- **Meditation at Monona Terrace** continues online Thursdays at noon until December 15. Average attendance for October was 69 people per session, with a total attendance of 274 for the month. Friends of Monona Terrace sponsors the series.
- **Yoga Core** is a hybrid program held Tuesdays and Fridays at noon, with an average weekly attendance of 79 people in October and 472 total attendees. The series is sponsored by Group Health Cooperative (GHC) of South Central Wisconsin.
- Clear skies led to a fantastic turnout for **Moon Over Monona Terrace** on Friday, October 7 at 7 pm. It was great to be able to have this event in-person after doing it virtually for a few years. The event, in partnership with the

Madison Astronomical Society, featured 20 telescopes on the rooftop to view the moon and other celestial objects, a kids' fun zone, and special presentations. Over 1,029 kids, young adults, parents, grandparents, and others came despite the chilly weather.

- The Wellness Talk on “**Shingles: What You Should Know**” was presented by Jonathan L. Temte, MD/PhD, Associate Dean for Public Health and Community Engagement at the UW School of Medicine and Public Health on Monday, October 24 at noon with 86 people attending online. The event was sponsored by the Madison Senior Center and All of Us-UW, a research program from the National Institutes of Health.
- Six new volunteers began tour guide (docent) training on October 4. After completing training sessions in early 2023, they will practice giving tours with veteran docents and be ready to give tours independently by spring.
- Staff are working with other Frank Lloyd Wright Trail sites to plan marketing efforts after being awarded a collective Department of Tourism Joint Effort Marketing grant. Money will go towards a Frank Lloyd Wright Trail website, digital ads on social media, and ads placed at Milwaukee Airport, WPR and PBS Wisconsin, among other initiatives. The marketing will launch in February to boost tourism back to 2019 levels.
- In October, staff provided a group tour for 25 utilities engineers, organized by MG&E.

D. Gift Shop:

- The Gift Shop has more new merchandise in stock. New items include Frank Lloyd Wright playing cards, and a variety of Artisan Jewelry.



- The Gift Shop is participating in the Dane Buy Local Holiday Passport program running from November 1 - December 18. Customers who make a purchase of \$10 or more from any participating business can send in proof of their receipt to be entered in raffle drawings for gift certificates from participating businesses. Here is a link to the digital Passport: <https://issuu.com/townsandassoc/docs/passporttolocalsavings>
- The Gift Shop is advertising our upcoming Holiday Sale from Saturday, November 26 - Friday, December 23, in *Madison Magazine*.

E. Sales and Marketing:

- The October booking pace report is attached.
- Staff attended the Destination Madison organized GM/DOS quarterly meeting held at the Park Hotel. Guest speakers Adam Heffron, Executive Director of

Alliant Energy Center, and Laura Herschleb, General Manager of World Dairy Expo gave overview presentations of their respective organizations. DM staff provided updates about the organization, Convention Sales, MASC Sports Sales, Marketing Brand, Communications and PR.

- Monona Terrace was represented by the sales team at the following virtual networking functions, trainings and other industry events: MPI Monthly Meeting, DMI What's UP Downtown, DMI New Faces New Places, AFP Luncheon, and DMI Behind the Scenes.
- Some new business to highlight and welcome to MT are the following events: **Chambers & Owen** a convenience store wholesale distributor. They will be here for their first visit in March of 2023. Also, **AMTA (American Massage Therapy Association)** has signed on the dotted line, for March of 2024. Finally the **Wisconsin Transportation Builders Association (WBTA)**. They will be here October 2023 for their first visit after many years of meeting at a local hotel. The planner for this association worked for MT Sales over 20 years ago so it was also nice to hear from her and bring this meeting over to MT.
- Below is a summary of all other events booked in the month of October:

Repeat	New	Weddings	COVID-19 Rebook*
25	11	14	0

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

F. Event Services:

- Here is a summary of the events contracted (definite status) or under contract (pending status) for November, December and January. The attendance figures noted are preliminary numbers and will most likely change.
- November total events = 30 (29 definite, 1 pending)
 - 12 Meetings
 - 14 Banquets
 - 1 Conference
 - 2 Consumer shows
 - 1 Community Use event
 - Events of Note:
 - Madison Marathon Expo & Packet Pick-up, 4,000 people
 - Winter Art Far Off the Square, 5,000 people
 - Dane County Farmers' Market, 1,200 people
- December total events = 34 (33 definite, 1 pending)
 - 5 Meetings
 - 16 Banquets

- 2 Conventions
- 1 Conference
- 1 Entertainment event
- 4 Consumer shows
- Events of Note:
 - Fair Trade Holiday Festival, 4,500 people
 - Dane County Farmers' Market (3), 1,200-2,000 people
- January total events = 12 (11 definite, 1 pending)
 - 3 Meetings
 - 3 Banquets
 - 1 Convention
 - 2 Conferences
 - 2 Entertainment events
 - 1 Consumer show
 - Events of Note:
 - Madison Home Expo, 6,000 people
 - Dairy Business Association 2023 Dairy Strong, 600 people
 - Chosen Few Fighting Championships, 1,000 people

G. Business Office / Human Resources

- October finances will be reviewed at the board meeting.