



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

September 21, 2023

A. Administration:

- Staff prepared and presented presentations for the City of Madison Room Tax Commission at the August 21 meeting held at Monona Terrace. Funding requests for 2024 are currently being considered by the Commission.
- Staff attended two meetings of the Monona Terrace Strategic Planning Steering Subcommittee to work on the next three-year Strategic Plan for MT. Using the work done in the three-horizon's workshop, the subcommittee has helped devise strategic objectives and goals for the next three year plan covering years 2024-2026.
- Staff has been attending meetings with the State of WI discussing the parking ramp project phases. There will be a pause in construction for the IRONMAN competition.

B. Operations:

- A resolution for carpet installation will be up before the council on September 19. This is a non-competitive selection request, to use Sergenian's Floor Coverings, Inc. for the removal and reclamation of old carpet and the install of new carpet.
- The rooftop fountain has had new lighting and digital controls installed.
- The new chiller is scheduled to arrive in October. This chiller replacement is primarily paid for through grant money.
- Sample chairs are on order with different fabrics and colors, which will allow staff to decide on what looks best in the building. The chair frame shape and color will not change. Once the chair fabric and color is chosen, new drapes and skirts will be ordered to match.

C. Community Relations:

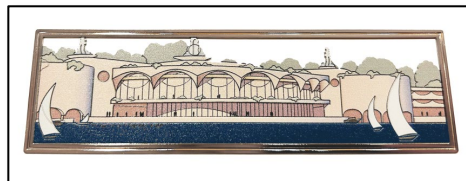
- The casual music series **LIVE @ Lake Vista**, made its summer debut. Folk and jazz musician **carisa** performed at Lake Vista Café for the after work crowd on August 2nd with 90 in attendance. Afro-soul artist **Ben Mulwana** performed on August 9 with 76 in attendance, and alternative folk singers **Candace Griffith** and **Kat Rhapsody** performed on August 30 with five attendees.
- **Dane Dances!** had a fantastic season this year. The four Friday night concerts in August had a total attendance of 8,791. Average attendance was 2,198 people.

- There were a few new events this summer, one was **Rooftop Movie Night** on Tuesday, August 8 at 8:30 pm. Attendees enjoyed free popcorn and the Movie “Hairspray.” Total attendance was 90 people. The event was in partnership with the Madison Parks Department. The other new event, **Rooftop Yoga**, was held on Tuesday, August 15 at 5 pm with 116 attendees. The event is sponsored by Group Health Cooperative.
- Back by popular demand **Gardens & Cocktails** was held on Wednesday, August 16 at 4 pm on the rooftop gardens with 80 people in attendance. Tony Gomez-Phillips, shared his gardening knowledge and talked about the native prairie plants as part of the rooftop garden design.
- Forward Fest x **PechaKucha** was held Wednesday, August 23, at 5 pm. Total attendance was 70 people. The event is in partnership with Yahara Software, WI Women in Biohealth, Innovate Network UW-Madison, High Tech Happy Hour, and Discovery to Product UW-Madison.
- The second "Happy Hour" version of the **Inspired by Wright** program was held on August 31. Attendees toured the facility and then made a piece of Wright inspired art. There were 18 in attendance.

D. Gift Shop:

- The Gift Shop has received many new items in August. These items include: Frank Lloyd Wright Books and Puzzles (below left), a new metal bookmark featuring Frank Lloyd Wright’s 1959 rendering of Monona Terrace and several new Bulova watch designs, including an Imperial Peacock design.

The bookmarks (below center) are brass, plated with chrome, made in the USA, and retail for \$14.95 ea. The Imperial Peacock watches (below right) are limited edition, with only 1,000 made, retailing at \$495.00 ea, the shop has only 3 in stock.



- The shop is getting new credit card terminals installed. Once the CounterPoint team has the final information programed into the terminals, they will send them for install at which time the PCI documentation will be updated.

E. Sales and Marketing:

- The August booking pace report is attached.
- Staff worked closely with the City Attorney’s Office and spent considerable time helping to negotiate agreements with a national cooking show that was in Madison to film segments of the show.
- Monona Terrace hosted the annual “Summer Soiree,” customer appreciation

reception on August 23. Due to the unusually high heat index that day the event was moved from the rooftop garden inside to the Community Terrace. 97 guests (not including staff) attended.

- Monona Terrace was represented by the sales team at the following networking functions, trainings and other industry events: Meeting Professionals International WI Chapter Speaker Team Meeting, MPI Finance Team Meeting, MPI Awards Gala, Northstar Meetings/PCMA webinar: AI and the Business Events Industry, DMI Madison & Milwaukee Downtown Exchange, Association of Fundraising Professionals Membership Meeting.
- A new group, **The Institute for the Advancement of Breastfeeding and Lactation Education**, hosting the **Hot Topics in Breastfeeding and Lactation Medicine** will be meeting here September 11-13, 2024.
- **Access Community Health** who will be holding their **Celebration of Service Dinner** will return in April 2024. They have been hosting this event with us annually since 2005, apart from 2020-2022.
- **Art Fair Off the Square** is returning for 2024 and 2025. The **WI Alliance of Artists and Craftspeople** have been hosting this event at Monona Terrace since 1998.
- Below is a summary of all other events booked in August:

Repeat	New	Weddings
17	9	10

F. Event Services:

- Here is a summary of the events contracted (definite status) or under contract (pending status) for September, October and November. The attendance figures noted are preliminary numbers and will most likely change.
- September total events = 36 (all definite)
 - 10 Meetings
 - 19 Banquets
 - 3 Conventions
 - 1 Conference
 - 3 Entertainment
 - Events of Note:
 - Ironman Triathlon, 3,100 participants
 - American Association of Motor Vehicle Administrations (AAMVA), 800
 - Hope Night Madison (Oasis Church of Eau Claire), 1,000
- October total events = 48 (47 definite, 1 pending)
 - 15 Meetings
 - 20 Banquets

- 3 Conventions
- 2 Conferences
- 6 Entertainment
- 2 Consumer Shows
- Events of Note:
 - UWEBC Business Best Practices & Emerging Technologies, 500
 - Algae Biomass Summit, 500
 - Chosen Few Fighting Championships, 1,000
 - Freedom from Religion Foundation Convention, 500
 - Greater Madison Chamber of Commerce Annual Dinner, 1,150
 - Business Day in Madison, 600
 - Wisconsin State Music Conference, 1,300
- November total events = 28 (25 definite, 3 pending)
 - 10 Meetings
 - 10 Banquets
 - 3 Conventions
 - 2 Conferences
 - 1 Entertainment
 - 2 Consumer Shows
 - Events of Note:
 - WHEDA Conference, 600
 - Madison Marathon Expo, 4,000
 - Winter Art Fair Off the Square, 5,000
 - DCFM Holiday Farmers' Market, 1,200

G. Business Office/Human Resources

- Operations had two internal promotions, Mohammed Fadhel, a long time hourly, accepted a full time operations worker position and Ben Trapp a long time ops worker, accepted the second shift leadworker position.
- 10 qualified applicants applied to the Maintenance Mechanic 1 job posting and interviews were held in August. An offer has been made and accepted by Chris Hendricks.
- August finances will be discussed at the board meeting.