



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 19, 2015

A. Operations

- LEED gold certification for Monona Terrace has been achieved. A team has been assembled for starting the process for LEED certification 2020.
- The summer systems—the fountain, irrigation and building cooling—have been shut down. Winter systems, like heating and snow removal are being activated.
- The fire system upgrade and the rooftop bathroom projects are being addressed timely and are moving forward. It is anticipated that the rooftop restroom project will start in January 2016.
- Staff developed a new more robust Continuity of Operations Plan.
- Staff is investigating the need for a drone policy.

B. Community Relations

- Lunchtime Yoga (spring & fall session):
 - Total Attendance = 1,753
 - Average Attendance = 67
 - Total # of participants = 400
 - 99% approval rating & 99% willingness to return rate
- Health & Wellness Presentation
 - “How to Thrive in Changing Times” by Dr. Shilagh Mirgain
 - Partnership with Madison Senior Center
 - Sponsored by Visiting Angels
 - Total Attendance = 100
- Dane County & City of Madison Employee Combined Campaign
 - Monona Terrace Staff Contribution
 - Payroll Deductions = \$7,207.00

- Special Events = \$ 913.00
- Total Raised by MT Staff = \$8,120.00
- Nationwide Travelers was the first tour group to enjoy a tour/wine and cheese reception package, which is one of the new specialty tour options.
- On October 23, forty Monona Terrace volunteers and Community Relations staff attended the annual volunteer field trip. This year's itinerary included the Wright-designed Laurent House and the Anderson Japanese Gardens.
- Terrace Town events began in October with two orientation meetings for teachers. There are 16 schools and almost 1,500 students participating. The program will culminate with Terrace Town events April 21-23.

C. Gift Shop

- The 2016 Monona Terrace Calendar printing is underway. It will be released after Thanksgiving at the reception for Madison College Commercial Photography students who participated in photo shoots for the calendar.
- The Annual Holiday Sale will run from the Saturday after Thanksgiving through December 23.
- The gift shop will be advertising in the *Wisconsin State Journal* "Holiday Ideas Book" gift guide, as well as on Madison.com for the duration of the holiday sale.
- New products include a new stained glass lamp and other Frank Lloyd Wright stained glass designs. Expected soon is the new Monona Terrace mug which will showcase Frank Lloyd Wright's 1959 rendering. We are working directly with the Frank Lloyd Wright Foundation on this project.

D. Sales and Marketing

- The October booking pace report is attached.
- Staff attended the International Convention Center Conference in Atlanta, GA, on Oct. 1-3. This is a gathering of about 170 convention center managers from all over the U.S., and this year it included managers from Mexico, South America, Australia, Canada and China. Ideas, research and best practices are shared in formal presentations, and informal networking time is provided to interact with peers.
- Monona Terrace was represented by the sales team at the following networking functions and other events: DMI What's Up networking, SMBA networking luncheon, MPI monthly meeting, the Latino Chamber of Commerce networking, Madison Civics Club, and Business Professionals networking. Staff attended the DMI Annual Dinner to network and show support for this event occurring at Monona Terrace.

- Staff has been attending the Women's Leadership Academy series put on by the City of Madison. There are five sessions that discuss various topics affecting women in the work place.
- Staff assisted with two tours on behalf of the GMCVB and represented Monona Terrace in a shared client event with the Hilton and GMCVB.
- Staff was invited and participated in a UW Event Planning and Catering Showcase.
- Upcoming repeat events whose loyalty is appreciated, includes **Webcrafters** who has signed with us for 2016. They have been here since 1997. The **Wisconsin Hospital Association** is also returning to host their 2017 Advocacy Day. It will be the 17th year that they have been with us.
- Below is a summary of all other events booked in the month of October:

Repeat Events	New Events	Weddings
22	11	24

E. Event Services

- UPCOMING EVENTS:

Nov. 11-13	Statewide Cooperative Extension Conference	600
Nov. 13-15	Winter Art Fair Off the Square	7,500
Nov. 19	United Way of Dane County Campaign Celebration	1,200
Nov. 20	Centro Hispano Annual Celebration	500
Dec. 16	Retirement Open House of Leslie Ann Howard (President & CEO of United Way)	300
Dec. 20	Edgewood College Commencement Ceremony & Reception	2,200
Dec. 31	US Bank Eve 2015	3,000
Jan. 6	Rotary Club of Madison Weekly Meeting	270
Jan. 8-10	Madison Home Expo 2016	9,000
Jan. 12-14	Dairy Business Association 2016 Dairy Strong	600
Jan. 13	Rotary Club of Madison Weekly Meeting	270
Jan. 15-16	Well Expo 2016	1,000
Jan. 27-Feb. 7	2016 American Bouldering Series National Championship	1,500

F. Business Office / Human Resources

- October finances will be discussed at the board meeting.
- Wisconsin Forward Award examiners met with staff and teams on October 19–20 to evaluate how well Monona Terrace functions. A written evaluation of the overall application and on-site assessment is expected to be received by the end of November.