



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

February 18, 2016

A. Operations

- A critical infrastructure threat and vulnerability assessment was conducted by the Dept. of Homeland Security on 2/5/16.
- Several building security projects are being assessed for upgrades: camera system, command center and access control system.
- A full review and update of Monona Terrace's Strategic Planning Process is being planned for the summer of 2016.
- The remodeling of the rooftop restrooms has begun. The project will add 4 more stalls to the rooftop facilities.
- The elevator/escalator maintenance contract is out for bid. A consulting firm is assisting with writing the specifications.
- Monona Terrace continues to move forward in upgrading the fire system. Strand Engineering has been awarded the fire system upgrade project.

B. Community Relations

- Lunchtime Yoga kickoff—January 21; January Attendance = 230
- Teachers and volunteers attended the kickoff workshop for Terrace Town on January 11. Steve Hiniker of 1000 Friends of Wisconsin presented about place making, there was a brainstorming session on model materials, and mentors and teachers had time for planning.
- Staff attended the Maker Faire Organizer Summit in San Francisco on January 22-24, hosted by Make Media. Workshops and sessions provided information about Maker Faire production and there were networking opportunities to connect with other organizers.
- Staff attended a state assembly hearing on a bill for funding a Frank Lloyd Wright Heritage Trail. The bill originally proposed that the State Department of Tourism direct \$500,000 of its budget toward tourism marketing of Wisconsin's public Wright sites. The bill was amended on February 2, 2016, to delete the \$500,000 funding requirement on marketing. Instead, the Dept.

of Tourism will still be required to fund marketing efforts for the trail; there just isn't a designated amount set in the statute.

- Staff submitted Dane Arts grants in support of Tunes at Monona Terrace and Maker Faire. Adorable.io has been confirmed as a marketing sponsor for Maker Faire (providing t-shirts for staff and volunteers.) Tormach Inc. and the Evjue Foundation are confirmed as presenting sponsors for Maker Faire.
- The popular Coke & Mentos guys (by Eepybird) have been contracted for Maker Faire.

C. Gift Shop

- Inventory was completed and went very smoothly during maintenance days in January.
- The shop's current focus is on reordering and restocking after the end-of-year holiday sale in December.
- Website sales continue to be steady for the month of January.
- There are a large variety of new items in the shop including phone cases, stained glass, trivets and kids' merchandise.

D. Sales and Marketing

- The January booking pace report is attached.
- Staff attended the Best of Madison Business Awards luncheon to network and show support for this event occurring at Monona Terrace.
- Monona Terrace was represented by the sales team at the following networking functions and other events: SMBA Annual Business Expo, DMI Networking, and the Meeting Professionals International-WI Chapter Monthly Meeting.
- Staff participated in the Monona Terrace Team Development Day held on-site on January 19.
- Staff assembled data on each of the 2015 conventions and conferences hosted by Monona Terrace. The GMCVB will run this data through the DMAI Event Impact Calculator to provide the estimated economic impact dollar figure of this business.
- In terms of repeat events that we'd like to thank for their loyalty, we thank **Outreach, Inc.** which has booked its 24th Annual Awards Banquet with us this fall. They have been hosting this event at Monona Terrace since 1999. We also recognize **Well Expo** for hosting their 2017 trade show. They have been with us since 2014.

- Below is a summary of all other events booked in the month of January:

Repeat Events	New Events	Weddings
32	13	5

E. Event Services

- UPCOMING EVENTS:

Feb. 15-18	Wisconsin School Counselor Assoc. Annual Conference	1100
Feb. 27-28	Dairy-Aire Gymnastics Invitational	1000
Mar. 7-9	World Championship Cheese Contest	600
Mar. 11-12	Mary Kay Career Conference	1300
Apr. 6-9	NACA Northern Plains Regional Conference	800
Apr. 27-28	AIA Wisconsin Convention & Building Products Expo	2000

F. Business Office / Human Resources

- Year-end finances will be discussed at the board meeting.

G. Catering

- 2015 Revenue:** Year-end total revenue was \$7,162,593 (pre-audit), 4.5% over 2014 revenue of \$6,848,119.
- 2015 Services:**
 - Hospitality (coffee breaks) 124,735 guests
 - Meals (breakfast, lunch, dinner) 111,364 guests
 - Receptions 69,355 guests
 - Total Services (includes all misc.) 447,643 guests
 - Approximately 5,500 pounds (2.75 tons) of food donated to Salvation Army and like organizations
 - Approximately 39,000 pounds (19.5 tons) of pre-consumer composting diverted from waste stream
- Lake Vista Café:** Good weather, along with a successful concert season resulted in another record-setting season. The season finished with \$205,038 in sales, which was approximately 2.9% over 2014.

LVC guest comment card averages were very good to excellent with overall staff service satisfaction rated at 98.6% and overall food satisfaction and value rated at 97.3%. LVC will reopen the second Tuesday in May 2016.

- **2016 Projections:** Revenue is estimated at \$7,300,000, with the highest months projected to be June, August, and October. If projections hold 2016 will be a record-setting revenue year.
- **2015 Marketing Activities:** The following is a snapshot of some of Monona Catering's 2015 marketing activities.
 - MT Client Appreciation Events
 - Client Menu Tastings
 - Wedding Menu Showcases
 - Spring Bridal Show
 - GMCVB - Client Cultivation Events
 - MT Sales Blitz
 - MT/MC Team Development Day
 - Wisconsin Public Television Spring Fundraiser
 - Sustain Dane
 - United Way Combined Campaign
 - Dane County CASA Gingerbread House Competition Sponsor

- **Promotion:**

Announcement by Mr. Kim Nelson, CEO, on December 10, 2015.

Please join me and the Board of Directors from Monona Catering, LLC and Kelber Catering Inc. in congratulating Patty Lemke, as we announce the promotion of her to the role of General Manager of both Kelber and Monona Catering. Her new position will begin in January 2016.

This promotion is due to her successful leadership of Monona Catering; over 20 years of combined service between both organizations; her industry leadership on a national level and her commitment to excellence.

Patty will split her time, as warranted, between KCI and MC supported by an exceptional management team in both locations. Matt Reichard, Executive Chef and Culinary Director along with Wendy Brown-Haddock, Director of Sales and Catering, will continue to oversee the day-to-day operation of Monona Catering as they have over the past several years.