



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 15, 2016

A. Operations:

- The Command Center is now fully renovated.
- The camera expansion project is in progress and cables are being installed now.
- Strategic Planning is in progress for implementation in 2017.
- Maintenance has cleaned the exterior of the Monona Terrace parking ramp structure using pressure washers and water only. Assistance from other city departments will be required to clean the section of ramp that stretches over John Nolen Drive.
- An arborist inspected the facility's trees and will draft a plan for treatment to sustain healthy plant life.
- The Common Council approved the resolution to replace the Fire Alarm Panel and that project will begin soon.

B. Community Relations:

- Dane Dances! Highlights:
 - Total attendance reached 13,652 over the course of four concerts
 - Average attendance reached 3,413
- PechaKucha Night Madison – August 24
 - Presented by High Tech Happy Hour (HTHH)
 - Attendance = 90
- Staff organized a team from Monona Terrace to volunteer during the United Way "Days of Caring" events. Twelve employees from different departments volunteered for four agencies: 100 Black Men of Madison, Porchlight, West Madison Senior Center, and ARC.

- Staff has begun putting together a community organizing team to work on Madison Maker Faire for May 13, 2017. The group will recruit makers in a variety of areas including eco-design, engineering, e-textiles, and K-12/youth organizations.
- Staff marketed Madison Mini Maker Faire 2017 at Forward Fest neXXpo held here at Monona Terrace. This event is a gathering of innovative people and businesses in the Greater Madison area.
- Isthmus Publishing has signed on as a media sponsor for Concerts on the Rooftop 2017.
- Zendesk has signed on as a presenting sponsor for Maker Faire 2017.
- The Community Relations team welcomes two interns for the 2016-17 school year, both seniors at UW Whitewater: Sarell Martin and Lindsey Tutaj.

C. Gift Shop:

- New Frank Lloyd Wright designed sandstone coaster sets and trivets are in stock.
- The local gifts product line has a new addition, candy from a local candy maker. Proceeds from the company go to support college scholarships for recent high school graduates in the Madison area.
- Staff is working with the Frank Lloyd Wright Foundation for next year's 150th Anniversary of Frank Lloyd Wright.
- Web sales are steady. There will be updates to the site over the next couple of months.

D. Sales and Marketing:

- The August booking pace report is attached.
- Monona Terrace was represented by the sales team at the following networking functions and other events: SMBA Networking, In Business Intros, Brava Lunch Series, MAGNET Networking, Ultimate Chamber Mixer and the GM/DOS Meeting.
- Staff participated in the United Way "Days of Caring" by helping stuff back packs for the 100 Black Men of Wisconsin service organization.
- To improve the look of our temporary interior signage used to provide information and guide attendees traffic flow, we have purchased black frames to hold the signs when they are placed on easels throughout the building.

- **First Business** has chosen Monona Terrace for their annual meeting series in 2017; it will be their tenth year here. Returning as well is the **Waisman Center** for their Spring Fashion Show for All Abilities. They have been meeting at MT since 2009.
- Below is a summary of all other events booked in the month of August:

Repeat Events	New Events	Weddings
25	13	13

E. Event Services:

- UPCOMING EVENTS:

Sept. 8-12	Ironman Wisconsin 2016	5000
Sept. 28	Greater Madison Chamber of Commerce Annual Dinner	1000
Sept. 29-30	YWCA Racial Justice Summit	700
Oct. 8	Mayor's Neighborhood Conference	250
Oct. 9-12	Glassroots Art Show	1400
Oct. 14	City of Madison Fire Dept. Promotion & Recognition Cer.	200
Oct. 17-22	NAAEE Annual Conference (North American Association for Environmental Education)	900
Oct. 24	DMI-Downtown Madison Inc. Annual Dinner	600
Oct. 26-28	Wisconsin State Music Conference	1300
Oct. 31-Nov. 5	Society of American Foresters National Convention	1400
Nov. 5	Madison Area Police and Fire Charity Ball	600
Nov. 11-12	Fall Madison Marathon Expo	4500
Nov. 14-15	Madison Common Council Budget Deliberations	
Nov. 17	United Way of Dane County Campaign Celebration	1200
Nov. 18-20	Winter Art Fair Off the Square	5000

F. Business Office / Human Resources

- August's finances will be discussed at the board meeting.