



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

October 20, 2016

A. Administration

- Staff continues to hold meetings with the State to resolve on-going parking issues especially those related to customer satisfaction.

B. Operations:

- On October 10 and 11 maintenance will be pressure washing the exterior of the ramp over John Nolen Drive. The project is scheduled for the evening hours to avoid shutting down traffic lanes on John Nolen during peak travel times.
- An arborist was enlisted to assess the health of the property's trees and recommend the necessary treatments.
- In anticipation of winter, the irrigation system will be shut down this month and the planters will be put to bed.
- The heating system will be inspected and prepared for fall start up.

C. Community Relations:

- Staff presented training to Monona Terrace docents on September 19. The training focused on the Terrace's LEED award, and how to adapt a tour for big groups and for a busy building.
- Staff travelled to Maker Faire Milwaukee on September 24-25 to promote Madison Mini Maker Faire 2017 and demonstrate a pancake printer.
- A Wright Design Series lecture occurred on September 29 called "An American Home by Frank Lloyd Wright," in honor of the 100th anniversary of the Wright-designed American System Built Homes in Milwaukee. Ninety-five people attended.
- Staff is partnering with WPTV to present an event, Hamilton's America, on October 21, 2016. The sold out event will feature an airing of the PBS documentary about the making of the Hamilton musical, a presentation by local Hamilton authority John P. Kaminski, and other Hamilton related surprises!

- This fall marks the last season of Tunes at Monona Terrace due to fewer sponsorships and lower attendance over the years. Concerts will take place Oct 5, Nov 9 and Nov 30.

D. Gift Shop:

- New Frank Lloyd Wright products are in stock including calendars, note cards, and kid's merchandise. There have been several new product updates to the website as well.
- The Frank Lloyd Wright Foundation's Reciprocal Sites Group Membership has been renewed. Reciprocal Sites members receive four free tour admissions and a 15% discount on Gift Shop purchases.
- Staff attended the Market Square Gift Show at the Alliant Energy Center to look for new seasonal and holiday items. These will be on display after Halloween

E. Sales and Marketing:

- The September booking pace report is attached.
- The Monona Terrace Event Assistance Fund Advisory Committee met on September 13th. Requests for a total of \$55,500 were approved for three conventions with a total estimated direct spending of \$2,771,796.
- Monona Terrace was represented by the sales team at the following networking and other events: SMBA Networking, MAGNET Networking, DMI New Faces New Places, Latino Chamber of Commerce.
- Staff represented Monona Terrace at the 64th Annual Chamber of Commerce Dinner and Networking.
- Staff represented Monona Terrace at the Meeting Professionals International – WI Chapter Annual Awards Gala in Green Bay. Monona Terrace Director of Sales Laura MacIsaac received the "Meeting Industry Advocate" award from the chapter.
- **UW Hospital and Clinics** has chosen Monona Terrace for their Mike & Jessica McCarthy event in 2017. They will have been meeting here for 7 years at that point. Returning as well is the **Wisconsin Hospital Association** for their 2018 Advocacy Day. They have been meeting at MT since 2003.
- Below is a summary of all other events booked in the month of September:

Repeat Events	New Events	Weddings
29	7	7

F. Event Services:

- UPCOMING EVENTS:

Oct. 9-12	Glassroots ArtShow	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. 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
Dec. 6-7	ACP Leadership Conference 2016 (State of WI Department of Public Instruction)	2000
Dec. 31	My Family New Year's Eve—A Family Friendly Celebration	3000

G. Business Office / Human Resources

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