

## Community Relations Department

### 2016 Recap

#### Programming:

- 2016 programs served 46,000 people.
- New programs:
  - Maker Faire
  - PBS partnership events: Hamilton and Wisconsin Winter from the Air
- Programs showing most growth:
  - Funky Dance 88%
  - Lakeside Kids 34%
  - Tunes 19%
- Based on survey feedback, email, the Monona Terrace website, and word of mouth are the highest attendance drivers for events.
- 259 tours and reserved group programs serving visitors from Australia, Belgium, Ukraine, Scotland, Japan, and Puerto Rico among other areas...
- 44% of the 981 people who answered our surveys had never attended a Monona Terrace community event before and 97% said they'd recommend our programs to a friend.

#### Diversity:

- 105 events presented, 100 free
- Many of our programs serve low income children and students as a percent of total audience served:
  - Lakeside Kids 32%
  - Terrace Town 29%
  - Student Programs 22% (froebels and discs)

#### How do we reach a diverse audience?

In addition to general marketing (patron mail 8,500, mailings 2,000, posters, web, social media)

- 25 area Dane County senior centers, 20 out of Dane County
- We create targeted email lists – ie Dance studios for Tunes, astronomy buffs for Moon, etc.
- Posters distributed to businesses around town and event schedule sent to all hotels in the area
- 65 local neighborhood associations and 30 local community centers
- Robust press release distribution system
- Ads, budget permitting: WSJ, Isthmus, La Comunidad, Brava, Madison Times
- Radio: Midwest Family and Entercom partnerships
- TV: FOX Health & Wellness partnership
- Boosted social posts, targeting audiences specific to each event/series

#### Volunteers/Interns:

- 50 Monona Terrace volunteers logged in 1,541 hours giving tours, facilitating school workshops, helping in the office and working events.
- Five interns donated 1,531 hours of project time with us.
- The value of this time, based on an *Independent Sector* report, is \$72,376.

#### Benefit to Monona Terrace

Catering Commissions

New business leads?- Bounce event, ...

#### Donations and Campaigns:

- In 2016, \$3,128 was collected at events and \$1,935 in donations collected via mail and web, for a grand total of \$5,063.
- Monona Terrace re-opened the tile campaign to support community programming in 2014. The retail value of tiles sold in 2016 was \$7,375, coming to a total of \$25,125 since the campaign re-opened. Community programs see about 60% of this total after cost.

### Media Coverage:

PR value of local media coverage – print and television - totaled \$501,137. Client events and community programs accounted for the majority of local news coverage.

### Digital Media:

*Goals: Increase positive public engagement and strengthen the Monona Terrace brand*

- Facebook followers:
  - 10,270 - 15% increase over last year;
  - Avg weekly reach 75,000
  - engaged visitors 6,000 per week
- Twitter followers:
  - 3,110 - 30% increase over last year
- Email Subscriber Growth:
  - 10,270 – 20% growth over last year

### Grants & Sponsorships:

- Many new sponsors joined us in 2016 due to Maker Faire. The list of supporting grantors and sponsors include Festival Foods, Dean/St. Mary's, Monona Terrace Community Programs, Inc., Great Dane, MG&E, Frank Lloyd Wright WI, AIA Wisconsin, Wisconsin Architects Foundation, Group Health Cooperative – SCW, Dr. Sarah Moore, the Evjue Foundation, Oakwood Foundation, Oak Park Place, Dane Arts, Zendesk, Glassroots Arts Show, Tormach, Design Concepts, Lakeview Research. Total value in 2016 was \$59,442, all of which went to support specific programs in 2016.
- Media sponsorships were had with Wisconsin Public Radio, Fox 48, Midwest Family Broadcasting and Isthmus Publishing. Total value of media sponsorships in 2016 was \$16,000.

### FLLW Trail:

In 2016, legislation was passed to designate and post signage directing travelers to the following nine Frank Lloyd Wright sites: SC Johnson Administration Building, SC Johnson Research Tower and Wingspread in Racine, Burnham American System Built Homes in Milwaukee, Monona Terrace Community and Convention Center and First Unitarian Society Meeting House in Madison, Taliesin and the Frank Lloyd Wright Visitor Center and Wyoming Valley School Cultural Arts Center in Spring Green, and AD German Warehouse in Richland Center.

Born and raised in Wisconsin, Frank Lloyd Wright is widely regarded as America's greatest architect. Wisconsin is home to the 41 Wright-designed buildings throughout the state, the greatest collection of Frank Lloyd Wright sites anywhere in the world. The trail takes travelers on a self-guided architectural tour of nine buildings spread across nine counties, from private houses to public buildings. The signage plan includes large freeway guide signs, route marker signs, and directional and trailblazer signs. By the end of 2016, 115 route marker signs will be installed as part of the Phase I signage. Signs are located in Richland, Sauk, Iowa, Dane, Jefferson, Milwaukee, Racine and Kenosha counties. Phase 2 will be underway in 2017 and include site-specific and directional signs.

### Community Program Testimonials:

#### Tunes at Monona Terrace:

"Thank you for providing a free concert for a family with young kids that is extremely accessible, engaging, and a good time!" Michael W., Madison, WI

"Thank you so much! It's always a pleasure to come to Tunes at Monona Terrace. Not only is it fun, but I love the variety of music/bands!" Sarah S., Madison, WI

#### **Concerts on the Rooftop:**

"I thought the variety of bands was excellent. The selection provided something for all music lovers. I cannot believe the bands play for an audience where there is no admission fee charged." Bea B., Madison, WI

"I've enjoyed every concert on Monona Terrace's rooftop that I've been to. It's an excellent setting, has terrific bands, and provides the kind of fun event that makes Madison such a wonderful place to live." Tom T., Madison, WI

#### **Lunchtime Yoga:**

"Very grateful for the affordable price being on a fixed income! Instructors are excellent!" Mary K., Madison, WI

"Keep the Yoga program going. It's a great success and very well-received..." Sonja N., Madison, WI

#### **Maker Faire Madison:**

"This was a great event. The focus on family and kids was great." Josh S., Madison, WI

"Excellent for a 1st time event! I look forward to seeing even larger events in the future." Mike R., Madison, WI

#### **Meditation:**

"Meditation is a life-changing activity and this is such a great service to offer for people to come experience in the middle of their day. I appreciated how the leaders made it comfortable and welcoming!" Katie C., Madison, WI

"Monona Terrace meditation is a tremendous community resource, and a major contributor to the mental well-being of many Madison residents!" Bill L., Madison, WI

#### **Tai Chi:**

"Terri Pelleteri is a fabulous instructor, very knowledgeable, personable, skilled in her craft. Love her as an instructor." Rita J., Cottage Grove, WI

"You should do T'ai Chi all summer (June, July, and August). Not just June." Kate P., Madison, WI

#### **Tours:**

"We really enjoyed the passion and enthusiasm our guide brought to the experience..." Al R., Madison, WI

"Excellent tour...uncovered information about Monona Terrace that was new to us." Richard B., Sun Prairie, WI

#### **Trip Advisor:**

"Anyone into architecture must see this incredible creation filled with Frank Lloyd Wright's emphasis. The location makes it easy to access and parking on site is available for a reasonable cost. The views are spectacular and events are prominent." Kelly M., Madison, WI

"One of the nicest places in Madison. Wish every city had a place like this." Cynthia F., Fair Lawn, NJ

“This place is amazing. It is definitely a place to stop if you are in Madison. You have an amazing view of the lake and you can see people fishing, kayaking, jet skiing, etc. It is great for all ages and is very close to the downtown area.” Jules S., Indianapolis, IN