



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

March 10, 2021

A. Administration:

- Staff continues to be a part of the hospitality industry's talks with Public Health Madison Dane County.
- Administrative staff created a series of videos demonstrating how to apply for the Department of Workforce Development's Workshare program as well as an extensive FAQ based on Monona Terrace Staff experience with Workshare in 2020. The videos and FAQ were shared with City Human Resources and turned out to be very useful to other city agencies participating in the program.
- Monona Terrace was one of the agencies recognized at the February 23 Common Council meeting in a resolution saluting essential workers. Appreciation was expressed for opening as a polling station, serving as the location for the Presidential Recount and for all the staff at Monona Terrace who both organized and served on the frontline for those events.

B. Operations:

- The Home Improvement Retail Store was a great success. In addition to staff, up to 12 security guards from CSC assisted in ensuring health and safety policy was followed by vendors and attendees. Signage was stationed throughout the building to guide attendees, enforce mask use and encourage good hygiene. The spaces were tracked for guest capacity, GBAC cleaning protocol was in full effect, and audio cues were played on a loop throughout the day. There were numerous positive comments from vendors and attendees about the high level of cleanliness and safety they felt while here.
- Operations management met with event coordination and sales staff to do a post event debrief of the Home Improvement Retail Store. A second event with this client, the Home Remodel Retail Store, will be happening in April.
- Maintenance is working with Trigg's Plumbing to track down hot & cold-water cross connections. This problem has caused issues with the boiler and staff is hoping to get it resolved soon.
- Maintenance is working with the City Sustainability team to develop some energy conservation projects. The mayor has requested that agencies have shovel ready projects in the pipeline for potential funding through federal relief packages.

C. Community Relations:

- Mindful Movement, online Tuesdays, had a total attendance of 380 in February and an average attendance of 95. The program is sponsored by GHC-SCW.
- Meditation at Monona Terrace had an average attendance of 91 per session in February, with 364 attendees total for the month. The program is held online Wednesdays at noon and is sponsored by SSM Health.
- Planning for the virtual Madison Makes event in March dominated staff time in February. Invitations were issued to the community to submit video about their creative endeavors during the pandemic along with follow-up communication with participants. The event required a lot of production time, including editing the videos and developing an event rundown.
- The Virtual Wright Design Series lecture “Frank Lloyd Wright in Western New York” occurred on February 25, presented by Patrick Mahoney, with 224 log-in attendees.

D. Gift Shop:

- The Gift Shop was open for the L&L Home Store for three days in February.
- The Gift Shop Manager was selected to assist the Clerk’s Office in handling questions and overseeing staff working the polls for the February Primary Election. She also continues supporting the City’s Organizational Development Team.

E. Sales and Marketing:

- The February booking pace report is attached.
- Data gathering and preliminary theme work for the Monona Terrace 2020 Annual Report is under way.
- Staff completed MT Finance Committee and MT Board presentation materials for the MT 2022 Room Rental Rates and A/V Equipment & Services Price List.
- 2021 Sales Goals for the Monona Terrace Sales Staff were established and rolled out. Given the slow start to 2021 in terms of event capacity, goals were reduced 20% from 2020 levels and will be revisited at the end of the second quarter.
- The 2021 marketing activities to be supported or undertaken by Monona Catering were discussed, agreed upon and approved by Connie.
- The design of the Monona Terrace website home page is being reorganized for a more appealing presentation and emphasizing ease of access to the most important and queried information.

- Staff worked with Destination Madison to request funding from the Room Tax Commission (RTC) to undertake the Optimization Study previously presented and discussed with the MT Board. At the February 17 meeting the RTC approved funding for the study. Destination Madison and MT staff are working to contract JLL Consulting (Jones, Lang, LaSalle, Inc.) to begin the study in March or April. The study is very in-depth and JLL predicted that a conservative amount of time to complete the study would be 6 to 7 months.
- Monona Terrace was represented by the sales team at the following virtual networking functions and other industry events: DMI: What's Up Downtown, IAVM Town Hall on convention centers, DMI: Behind the Scenes, DMI: New Faces New Places, Madison Chamber's Lunch (UP)date, DMI: Nosh at Noon, AFP Virtual Membership Networking event, Event MB: The Future of the Event Industry, MPI Webinar, MPI Monthly meeting, APEX Webinar, MPI Virtual Event Platform Discussion, and the GM/DOS Meeting.
- Two new and exciting events have booked. The first is a virtual event using the MT Studio. The **Governor's Conference on Tourism** is using the virtual studio in March and April to record the speakers for their conference. The second, **Precision Arts Challenge** has booked a dance competition for April, 2021. They will be executing the competition in studio blocks to ensure safety and avoid comingling between different dance teams.
- **Clasen Quality Chocolates** has rebooked their "Perfect Attendance and Safe Driving Dinner" for February of 2022. This will be their fourth year here.
- Below is a summary of all other events booked in the month of February:

Repeat	New	Weddings	COVID-19 Rebook*
2	3	3	4

* Events that had been previously confirmed/definite, but moved to a new date due to COVID-19

F. Event Services:

- Public Health Madison & Dane County's Emergency Order #14 is in effect from March 10 at 12:01 am through April 7 at 12:01 am. This order includes the following categories that apply to upcoming events booked at Monona Terrace and the number of guests permitted in each category. Physical distancing is required, as are face masks (unless a guest is eating or drinking).
 - Gatherings (Section 2): Gatherings are limited to these numbers, not including employees:
 - Indoors: 150 people or less if any food or drink is offered or provided
 - 350 people or less if NO food or drink is offered or provided
 - Outdoors: 500 people or less (no restriction on food or drink services)
 - Youth Settings (part of Section 3): Individual groups or classrooms must follow the numerical limits found in the Gatherings section of the order. Maintain at least six (6) feet physical distancing to the greatest extent possible.

- Temporary & Permanent Retail Stores (Section 6 c): Limit the number of individuals at the temporary or permanent retail store (excluding employees) up to 50% of approved capacity levels.
- Government Functions (part of Section 7): These operations, as defined in Emergency Health Order #2, are required to only follow Sections 1, 5.b through 5.g. and 5.i. through 5.m. of this Order.

- UPCOMING EVENTS:

Mar. 6, 13, 20 & 27	WYSO Rehearsals Percussion Section	12 ppl
Mar. 9	Governor's Conference on Tourism: Virtual event	5 ppl
Mar. 17	Governor's Conference on Tourism: Virtual event (tentative booking)	5 ppl
April 6	Spring Election, Polling site for Ward 53	
April 10, 17 & 24	WYSO Rehearsals Percussion Section	12 ppl
April 9-11	Madison Remodeling Store	2,000 ppl
April 14	Governor's Conference on Tourism: Virtual event	5 ppl
April 17	Edgewood High School Junior & Senior Prom	150 ppl
April 18	Delta Tau Delta Initiation Ceremony	50 ppl
April 24	Precision Arts Challenge Dance Competition	150 ppl
April 24	The MadHatters (tentative booking)	150 ppl
April 25	Walter Weist Reunion	25 ppl

G. Business Office / Human Resources

- January and February finances will be discussed at the board meeting.