

Monona Terrace 25th Anniversary Planning

Event Date: Saturday, July 23, 2022

Rain Date: Sunday, July 24, 2022

Submitted by Staff Anniversary Committee Members: Heather Sabin, Kristen Durst, Wendy Brown Haddock, Misty Lohrentz, Lisa Sparks, Meg Statz, and Micayla Zapata

Our committee is planning a fun-filled day of activities to celebrate Monona Terrace's 25th Anniversary. The events will be free, open-to-the public, and offer something for all ages to enjoy.

Events are in three main categories:

Family Festivities: Olin Terrace will be set to provide engaging activities for families, including performers, maker tables, and other activities.

Showcasing the Building: Free tours will be provided by volunteer docents throughout the afternoon. Staff is exploring working with the Wisconsin Historical Society on exhibit components about the building's history and Frank Lloyd Wright. One Findorff employee has come forward with over 5,000 construction photos that he would like to present. The committee keeps "an ear to the ground" to involve community members and organizations interested in telling Monona Terrace's story as part of our celebration.

Rooftop Performances and Showstopper Finale: The committee is tentatively planning two bands that will be dance-friendly, in the spirit of music at Concerts on the Rooftop or Dane Dances. A dance performance group is proposed to entertain the crowds as the stage is reset for the second band. The preference will be for local performers who reflect the diversity of the community. A short program of remarks will be part of the evening's events.

Capping off the festivities will be a showstopper, "wow" spectacle. Under consideration by the committee is a drone show, fireworks, or a light projection show.

Enhancing the event....

Attendees will be treated with celebratory cake or another sweet. Food and beverage provided by Monona Catering will be available for sale through the evening.

If the budget allows, attendees would receive a small give-away item.

Fundraising: Staff is looking forward to working with the Operations and Marketing Committee on sponsorship opportunities and welcomes other board members who may be interested in working on the event. Next steps will be to set up a joint staff/board committee meeting to discuss sponsor ideas.