



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

September 15, 2021

A. Administration:

- The Director has had the opportunity to meet with nearly all of the Alders on the City Council. These conversations have helped educate the Alders, on Monona Terrace and its importance to the city.
- The GBAC recertification process has begun. Recertification involves an audit of the last application. The organization must share any changes made, explaining which procedures worked or did not work. Lastly, they ask the organization to grade the difficulty of implementing the various systems required for GBAC.

B. Operations:

- Operations promoted two of their own; Charles Anderson from operations worker to lead worker and Nate Ditsch from hourly cleaner to full time Custodial Worker 2.
- Operations staff completed carpet extraction of the entire building in August.
- Building caulking and window replacements contracts have been secured. Lakefront caulking is scheduled for September. The lakeside window is on order, it has an 8-10 week lead-time.
- Staff continues to work with Leonardo Academy on the building's LEED recertification.

C. Community Relations:

- It was a successful season for Dane Dances! Fridays in August on the rooftop. Total attendance reached 8,979 for the four concerts. Average attendance was 2,245 people. The event also featured many talented musicians with special appearances by Mayor Satya Rhodes-Conway and Governor Tony Evers.
- Yoga Core sponsored by Group Health Cooperative of South Central Wisconsin continues weekly on Tuesdays at noon with total attendance for August of 245, and average attendance of 82. Average attendance for the summer season was 120. The program will be twice weekly on Tuesdays and Fridays starting in September and shifting to a hybrid model, with both in person and virtual attendance options.
- Monona Terrace 25th Anniversary planning for next summer has commenced. Staff presented a rough plan of 25th Anniversary events to the Monona Terrace Board. The next step, fundraising, will begin with a meeting of the

Board's Operating and Marketing Subcommittee.

- Public tours continue Thursdays-Saturdays at 1:00 pm. A group tour was held Aug. 4 for Shive-Hattery Architects who had a meeting in the building.
- Monona Terrace was recently profiled as a *Wisconsin Meetings* "Wow-worthy outdoor space!" The article highlighted our 68,000 sq. ft. rooftop gardens, meeting and reception options, architecture, and community events.
- Additionally, Monona Terrace was profiled in Dangerous Biz Destinations Travel blog's *Summer Lover's Guide to the Outdoors* in Madison, Wisconsin.

D. Gift Shop:

- The Gift Shop has been working with the Frank Lloyd Wright Foundation on new product direction and development.
- Website sales remain steady, with an increase in sales of Frank Lloyd Wright facemasks.
- Staff created and delivered custom wedding favors (bottle openers) for a wedding client.



- The Gift Shop Manager is continuing on a variety of projects, including:
 - Website editing, inventory management
 - File digitizing and data entry
 - Instruction manual & training material development, staff training and re-acclimation to the shop

E. Sales and Marketing:

- The August booking pace report is attached.
- Staff is working with Destination Madison on the City/DM contract language to better capture the scope of services and key performance indicators that will serve all parties well in the short term as we recover, and the long term as we return to normalized levels of business and room tax collections.
- Work with JLL Consulting on the Optimization Study continues. Monona Terrace and Destination Madison staff have one or two check-in calls per month with JLL to monitor progress and provide data as needed to JLL for the study.
- Monona Terrace was represented by the sales team at the following virtual networking functions, training and other industry events: Greater Madison Chamber of Commerce Lunch (UP)date, MPI Hot Topic: Contracts in Covid, DMI What's Up Downtown Breakfast, RESJI Speaker Series and IAVM Region 3 Town hall Meeting.

- Monona Terrace hosted the first outdoor rooftop “Summer Soiree” as a client appreciation event on August 25. The weather cooperated and the event went very smoothly. 87 guests attended.
- Sales Information: **Starbound National Talent Competition** (dance competition) was a new event here in May 2021. At that point, there were still reduced capacity and physical distancing restrictions in place. They enjoyed their experience here and have decided to book again for April 2022. Also returning for a repeat event is **St. Ambrose Academy**. They will hold their second event with in December 2021 having last been here in December 2019. Finally, the **UW E-Business Consortium** is back for their annual conference in 2022. They have been holding this event here since 2000 but paused in-person events during the pandemic.
- Below is a summary of all other events booked in the month of August:

Repeat	New	Weddings	COVID-19 Rebook*
12	5	6	2

* 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 current emergency order requires face coverings among people ages two and older when in any enclosed space open to the public where other people, except for members of the person’s own household or living unit, are present. This order expires on September 16. It is unknown if another order will be issued when this one expires.

Here is a summary of the events contracted (definite status) or under contract (pending status) for September through November. The attendance numbers are preliminary and will most likely change.

- September total events = 25 (all definite)
 - 4 Meetings
 - 17 Banquets
 - 1 Entertainment
 - 3 Conventions
 - Events of Note:
 - WHEDA Conference, Sept. 1-2, virtual event
 - Ironman Wisconsin, Sept. 9-13, 2600 participants
 - WI Section of the American Water Works Assoc. Ann. Mtg., Sept. 22-24, 300 people
 - Chosen Few Fighting Championships, Sept. 25, 1000 people
 - DMI Annual Dinner, Sept. 27, 500 people
 - YMCA 2021 Racial Justice Summit, Sept. 29, 300 people
- October total events = 28 (all definite)

- 9 Meetings
- 15 Banquets
- 2 Entertainment
- 2 Convention
- Events of Note:
 - Midwest BLGTA College Conference, Oct. 8-10, 1500 people
 - Q106 Storytellers Concert, Oct. 17, 800 people
 - Greater Madison Chamber of Commerce Annual Dinner, Oct. 20, 1000 people
 - Wisconsin State Music Conference, Oct. 27-29, 1000 people
 - Koats for Kids, 1500 people
- November total events = 18 (all definite)
 - 8 Meetings
 - 7 Banquets
 - 2 Consumer Show
 - 1 Conference
 - Events of Note:
 - 2021 Madison Marathon Expo, 4000 people
 - 2021 Winter Art Fair Off the Square, 5000 people
 - Dane County Farmers' Holiday Market, 1200 people
 - The Madison Region's Economic Development & Diversity Summit 2021, 500 people

G. Business Office / Human Resources

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