



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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REPORT TO THE MONONA TERRACE BOARD OF DIRECTORS

October 21, 2021

A. Administration:

- The Common Council approved the five agreements required to move the JDS Hotel project forward.
- Staff presented the operating budget to the Finance Committee. Now, both the Operating and Capital budget will need approval from the Common Council in November.
- The 2022 room tax subsidy was appropriated at the 9/22/21 Room Tax Commission meeting. Monona Terrace was appropriated \$4,100,000: \$3,962,100 in operating subsidy, and \$137,900 for debt service.

B. Operations:

- All follow up documentation and clarification materials have been submitted to Leonardo Academy for the building's application for LEED certification. A determination should be made shortly.
- Work on concrete repairs to the loading docks will be scheduled yet this fall as that contract and company has been approved. Exterior building caulk replacement has begun and will be completed next year.
- Operations managers worked with HR to recruit for an hourly cleaning position. Interviews will occur within the next two weeks. This job opening is due to an internal promotion to full time Custodian 2.
- Operations staff was tasked with handling vaccination/negative test verification for the DMI Annual Dinner. Normally this would fall within the province of hired security; however, the contractor was unable to fill this request due to staffing availability. Even so, it went very smoothly, as did the first Chosen Few MMA fight to be held since the pandemic.
- Staffing issues are affecting many vendors including Mickey's Linens, they have requested extra lead time for all orders due to staff shortages and indicated that last minute orders may not be filled.

C. Community Relations:

- The *LIVE @ Lake Vista* series wrapped up Thursday, Sept 2 from 6-9 pm with the Americana band The Honey Pies. 481 people attended the evening event. Frank Beverage sponsored the casual summer music series intended to promote Lake Vista Café and the rooftop as an after work destination.
- Group Health Cooperative sponsored, "Successful Aging" with Dr. Ruddy on Friday, Sept. 3 from noon-1 pm as part of the *Wellness Talks* series. The

hybrid event had an online attendance of 208 people, with an in person audience of 15.

- *Yoga Core* has launched as a hybrid event for the season and is being held Tuesdays and Fridays at noon (Sept. 7 – Dec. 17.) Total attendance for September was 586 patrons, with 80 in person and 506 online.
- Meditation at Monona Terrace continues virtually only. The series, sponsored by SSM Health, is held Mondays at noon through Dec. 3. Total attendance for Sept. was 539 people, with an average attendance of 180.
- Terrace Town planning has started by surveying past Terrace Town teachers to get their feedback on the feasibility of the program in spring 2022. Alternatives to a large gathering of students are being considered, as well as, timed entry and other approaches.
- The new *Inspired by Wright* essential experience, in partnership with Destination Madison, has launched. The event combines a tour focusing on Frank Lloyd Wright's use of geometry with a hands-on mosaic activity inspired by Wright's designs with shapes.
- Monona Terrace was featured on [TVW's Best of Wisconsin Homes](#) in early Sept. The episode was recorded on the rooftop and highlighted the beautiful gardens, café, and tours.

D. Gift Shop:

- The Gift Shop is placing coupons for 20% off in the Downtown Madison BID's New Resident Welcome packets. The coupon is good for both, in the shop and online.
- Website sales remain steady, and holiday purchases are starting a little earlier this year. This is good, because several regular vendors are still having trouble maintaining adequate stock on products.
- Staff is researching custom merchandise ideas for Monona Terrace's 25th Anniversary.
- The shop is working on some new consignment vendor partnerships as the holidays get here, with the plan to offer new items to customers without increasing operational costs upfront.
- The Gift Shop Manager continues a variety of in-store projects, including website maintenance and inventory management along with updates to instruction manual & training materials.

E. Sales and Marketing:

- The September booking pace report is attached.
- Work with JLL Consulting on the Optimization Study continues. Ellie Westman-Chin and Jamie Patrick have stepped in to work on this project with the departure of John Leinen. The JLL survey of downtown hotels likely to offer room blocks to MT has been completed. Meetings to review some preliminary findings with the Destination Madison (DM) sales team and Monona Terrace (MT) sales team is one of the next steps. Staff confirmed JLL is happy to do presentations for the DM Board and the MT Board once findings are ready.

- Staff is continuing to work with DM on the City/DM contract language. The discussions surround key performance indicators that will serve all parties well in the short-term as recovery continues, and the long-term as business and room tax collections get back to pre-pandemic levels.
- Monona Terrace was represented by the sales team at the following virtual networking functions, trainings and other industry events: DMI What's Up Downtown Breakfast, RESJI Speaker Series LatinX Voices, Downtown BID Annual Meeting, GM/DOS Meeting, DMI's Annual Dinner event, Hiebing 40th Anniversary Celebration and IAVM Vaccination Mandate Conversation.
- Being welcomed back in 2022 is the **American Cancer Society** for their 5th Coaches vs. Cancer event. **The Chosen Few** will also be back hosting their Fighting Championships in January of 2021. They have been holding events here since 2015. Finally, welcome goes to the **Community Action Coalition of South Central Wisconsin, Inc.** who has booked the Hall of Ideas for the first two days of their Winter Glow event. They will be distributing coats collected from their "Koats for Kids" campaign. This is an annual event for CACSCW but the first time it will be hosted here.
- Below is a summary of all other events booked in the month of September:

Repeat	New	Weddings	COVID-19 Rebook*
14	9	12	0

* 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 November 5. We do not know if another order will be issued when this order expires.
- Here is a summary of the events contracted (definite status) or under contract (pending status). The attendance figures noted are preliminary numbers and will most likely change.
- October
 - Total events = 28 (all definite)
 - 10 Meetings
 - 13 Banquets
 - 3 Entertainment
 - 2 Conventions
 - Events of Note:
 - Midwest BLGTA College Conference, Oct. 8-10, 500 people
 - Q106 Storytellers Concert, Oct. 17, 675 people

- Greater Madison Chamber of Commerce Annual Dinner, Oct. 20, 850 people
 - Wisconsin State Music Conference, Oct. 27-29, 900 people
 - Winter Glow (Koats for Kids), Oct. 30-31, 1500 people
- November
 - Total events = 20 (all definite)
 - 9 Meetings
 - 7 Banquets
 - 1 Conference
 - 2 Consumer Shows
 - 1 Community Use Event
 - Events of Note:
 - 2021 Madison Marathon Expo, Nov. 12-13, 4000 people
 - 2021 Winter Art Fair Off the Square, Nov. 13-14, 5000 people
 - Dane County Farmers' Holiday Market, Nov. 20, 1200 people
- December
 - Total events = 17 (16 definite, 1 pending)
 - 4 Meetings
 - 9 Banquets
 - 1 Conference
 - 3 Consumer Shows
 - Events of Note:
 - WNA Nurses Day at the Capitol, Dec. 1, 825 people
 - Fair Trade Holiday Festival, Dec. 4, 4,500 people
 - Dane County Farmers' Market, Dec. 4 & 18, 1,200 people
 - St. Ambrose Academy Annual Banquet, Dec. 10, 600 people
 - Promega Corporation Holiday Party, Dec. 11, 800 people

G. Business Office / Human Resources

- September's finances will be discussed at the board meeting.
- The city's vaccine policy APM 2-53 has been implemented. MT staff has collected 100% of its attestation forms from fulltime employees and part-time employees. The mandatory testing for unvaccinated staff starts the week of October 18. Additionally, Monona Catering has enacted a mandatory vaccination policy for their staff.