



Legislation Details (With Text)

**File #:** 29914      **Version:** 1      **Name:** Authorizing the Monona Terrace Community and Convention Center Board to accept a sponsorship from Great Dane Pub and Brewing Company, Inc. in the amount of \$10,000 to help offset the cost of 2013 summer concerts at Monona Terrace.

**Type:** Resolution      **Status:** Passed

**File created:** 4/23/2013      **In control:** BOARD OF ESTIMATES (ended 4/2017)

**On agenda:** 4/30/2013      **Final action:** 5/21/2013

**Enactment date:** 5/22/2013      **Enactment #:** RES-13-00413

**Title:** Authorizing the Monona Terrace Community and Convention Center Board to accept a sponsorship from Great Dane Pub and Brewing Company, Inc. in the amount of \$10,000 to help offset the cost of 2013 summer concerts at Monona Terrace and amending the Monona Terrace operating budget accordingly.

**Sponsors:** Michael E. Verveer

**Indexes:**

**Code sections:**

**Attachments:**

Date	Ver.	Action By	Action	Result
5/21/2013	1	COMMON COUNCIL	Adopt Unanimously	Pass
5/16/2013	1	MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD	RECOMMEND TO COUNCIL TO ADOPT (15 VOTES REQUIRED) - REPORT OF OFFICER	Pass
5/13/2013	1	BOARD OF ESTIMATES (ended 4/2017)	Return to Lead with the Recommendation for Approval	Pass
5/1/2013	1	MONONA TERRACE COMMUNITY AND CONVENTION CENTER BOARD	Referred	
4/30/2013	1	COMMON COUNCIL	Refer	Pass
4/23/2013	1	Monona Terrace	Referred for Introduction	

**Fiscal Note**

A \$10,000 sponsorship from Great Dane Pub & Brewing Company has been secured to help support program expenses (including band fees, AV labor, security and some additional marketing) for the 2013 Concerts on the Rooftop Series and assist with the facility rental expenses for Dane Dances for the 2013 season. The revenue and associated expenditures were not included in the 2013 Monona Terrace operating budget. No additional appropriation is required.

**Title**

Authorizing the Monona Terrace Community and Convention Center Board to accept a sponsorship from Great Dane Pub and Brewing Company, Inc. in the amount of \$10,000 to help offset the cost of 2013 summer concerts at Monona Terrace and amending the Monona Terrace operating budget accordingly.

**Body**

The Monona Terrace Community and Convention Center is planning the 2013 season of Concerts on the Rooftop. For more than a decade, the summer concert series on the Monona Terrace rooftop has provided an opportunity for thousands of music and dance lovers to enjoy the local sights, sounds and flavors of downtown Madison through great music at a popular, high quality venue. This series is provided free of charge to all

attendees and is open to all members of the Madison community and beyond, providing an affordable experience for the whole family. The six-concert outdoor series on the Monona Terrace rooftop features music by regional bands and local favorites that serve approximately 15,000 people per year. Dates for 2013 are Thursdays, June 13 through July 25; event begins at 7 p.m. (not July 4). Doors, along with food and drink outlets, open at 6pm. Patrons are allowed to bring carry-in food (no alcohol). 2013 Dane Dances will take place five Fridays in August, with events beginning at 5:30pm. Over 24,000 people are expected to attend the free concerts. All of these events at Monona Terrace serve to reach out to the Madison community by drawing thousands of people each week to the downtown area, spurring spending in area restaurants, shops, bars and parking ramps.

In return for Great Dane's sponsorship, it will receive

- Verbal thank you from stage at each concert
- Reserved tables for guests at events - to be arranged in advance
- Exclusive craft beer vendor for Concerts on the Rooftop and Dane Dances
- Logo in community events brochure for season (12,000 print/5,000 email)
- Social media opportunities
- Acknowledgement and logo on Monona Terrace website
- Logo in e-card blasts for each concert (3,000 per concert)
- Logo on signage at event
- Listing in press release sent to all media for each concert
- Logo on series poster (1,000)
- Logo on concert newspaper ad

WHEREAS, Monona Terrace has been providing quality free concerts to the community for the past 15 years; and

WHEREAS, the Bylaws of the Monona Terrace Board provide that the Board may accept any contribution, gift or bequest for any general or special purpose of Monona Terrace, subject to the approval of the Common Council.

NOW, THEREFORE, BE IT RESOLVED, that the Common Council hereby approves of the Monona Terrace Board's acceptance of Great Dane's sponsorship to be used for the purpose of offsetting the cost of Monona Terrace's 2013 Concerts on the Rooftop and amends the operating budget as follows:

\$ 4,700	em01-54969-110000 Art & Performance Contracts
2,500	em01-54973-110000 Security Services
<u>2,800</u>	em01-51200-110000 AV Stagehands
\$ 10,000	
<u>(\$10,000)</u>	em01-78890-110000 Other Revenue
0	