



## Legislation Text

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**File #:** 33489, **Version:** 1

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### **Fiscal Note**

A \$10,000 sponsorship from Great Dane Pub & Brewing Company has been secured to help support program expenses for the 2014 Concerts on the Rooftop Series and assist with the facility rental expenses for Dane Dances for the 2014 season. The revenue and associated expenditures were not included in the 2014 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 the 2014 summer concerts at Monona Terrace and amending the Monona Terrace operating budget accordingly.

### **Body**

Monona Terrace Community and Convention Center is planning the 2014 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 2014 are Thursdays, June 12 through July 24; events begin at 7 p.m. Doors, along with food and drink outlets, open at 6pm. Patrons are allowed to bring carry-in food (no alcohol). 2014 Dane Dances take place on the five Fridays in August with events beginning at 5:30pm. Over 25,000 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, each year it will receive:

- Verbal thank you from stage at each concert
- Up to two reserved tables for guests at events - to be arranged in advance
- Exclusive craft and draft beer vendor for Concerts on the Rooftop (June 12, 19, 26, July 10, 17, 24, 2014) and Dane Dances (Aug 1, 8, 15, 22, 29, 2014)
- Logo in community events brochure for season (12,000 print/6,500 email)
- Social media and promotional 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 16 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 ongoing acceptance of Great Dane's sponsorship to be used for the purpose of offsetting the cost of Monona Terrace's 2014 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		