



2018 ANNUAL REPORT



Monona Terrace – A great story to tell.

The story of Monona Terrace is about so much more than a cool building. It is the anthology of hundreds of individual stories about events and people who gather to share, learn, grow, plan, design and connect in a world-class environment equipped with the expertise they need to have an exceptional experience. The vignettes contained here highlight many of the positive attributes of this iconic community and convention center and embody the reasons nearly a half-million people gather here each year. Together, they combine to tell the story of a treasured community asset that has far-reaching economic, business and quality of life impacts.



Monona Terrace Executive Director, Gregg McManners

PARTNER



Monona Terrace has transcended the title “event venue” and being thought of merely as a place that provides space for conferences, conventions and community events. We are partners who support industries and organizations in delivering tailored experiences for their customers, employees and other stakeholders. We help create moments in time that deepen the learning, training, celebrations or industry advancements hosted within the walls of our esteemed facility. We are the “power boost” that allows our clients to take their meeting or event to the next level. Because of our exceptional space, technology, resourcefulness, expertise and outstanding customer service, we partner with our clients to amplify their ideas.

EXPERTISE

Monona Terrace has invested in state-of-the art technology and expert technicians who support our clients beyond their expectations. We repeatedly receive accolades for our team's ability to go above and beyond in their customer service – receiving a 99% satisfaction rating in 2019! Guest surveys consistently reflect an appreciation for our staff knowledge and service and the breadth of our production capabilities. Whether providing customized event plans, technical capabilities for audio visual design or creative catering strategies, our in-house expertise and our trusted vendors elevate our clients' end product.



VIABILITY

As stewards of a revered regional center, we take our responsibility to maintain a thriving, viable business model that withstands the ebbs and flows of the event industry very seriously. We are proud to report that 2018 was a record-breaking revenue year generating \$5.6M, in spite of increased competition from state and local facilities. Even after suffering minimal flood damage during the summer of 2018, the doors remained open to Monona Terrace customers and scheduled events were executed without disruption.



EVOLUTION



Good enough is NEVER good enough at Monona Terrace. We continue to evolve to meet the changing needs of the contemporary conference planner and attendee and we consistently take our clients' visions and ratchet them up. Based on our own decades of experience and by staying abreast of industry trends, remaining connected to our audience, and convening a Customer Advisory Group to provide us with valuable insights and feedback, we are continually seeking ways to anticipate our clients' needs and stay ahead of the curve. In 2018, for example, we added sustainable prairie gardens on the rooftop and on the facility grounds; invested in décor and production equipment and ordered new interior furniture to provide more flexible seating options and enhance the experience for our guests.

COMMUNITY

We are so grateful to the Greater Madison Community and to our regional visitors for their ongoing use of Monona Terrace. We are happy to report that this iconic community asset remains a very well-used venue and one that is open and welcoming to all members of our community. In 2018, we hosted 104 free or low-cost community events like yoga classes, Dane Dances and art exhibits. We appreciate and value your commitment to including this top-notch venue on your short list of destinations for entertainment, community gatherings, celebrations, business meetings and fundraising events. The balance of serving global conference and convention business as well as local meetings and events means we are able to significantly enrich our community on an ongoing basis.



RESILIENCE



The good news for the Greater Madison Area is that growth is happening in the meeting and convention industry and we are clearly well positioned to meet those growing needs. In 2018 alone we hosted over 550 events that drew people from across the street and around the globe. By catering to a wide range of audiences, in a variety of sectors and by supporting efforts to build the Madison area's visitor infrastructure, Monona Terrace remains poised to serve as a strong driver for our region, providing a abundance of social, cultural and economic benefits for years to come.

ALIGNMENT

As we look to the future, Monona Terrace remains committed to staying relevant in our industry while also remaining true to the founding design concepts and principles outlined in Frank Lloyd Wright's vision. But taking our own word for it isn't enough. In 2019 we will put ourselves to the test to ensure that our strategic direction and customer focus supports our world-renowned architecture. By applying for the Wisconsin Forward Award, we will get a third-party verification that we are doing what we set out to do. The City of Madison is growing and changing, and Monona Terrace is poised to supplement and support that growth for decades to come.



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DESTINATION

Rarely does a venue itself become a draw for an event. But Monona Terrace isn't like any other event venue. It embodies the dream and design of world-renowned architect Frank Lloyd Wright. Visitors and convention attendees find Monona Terrace not only meets their demands for exceptional service and state-of-the-art amenities but also offers a look into the mind of a visionary icon, not to mention incredible views of Madison's beautiful

Lake Monona. As Destination Madison works to market all that Greater Madison has to offer, Monona Terrace is an important part of that package.

COMPETITIVE ADVANTAGE

Tourism is a competitive industry and requires a well-planned, balanced portfolio of offerings to attract key convention and visitor business. Monona Terrace offers us the ability to bring in business that might otherwise be looking at much larger cities. At the same time, we are watching the growing number of competitive venues being constructed in cities across the state, including additions or upgrades to convention centers in Milwaukee, La Crosse, Wisconsin Dells and Green Bay. However, we are confident that with continued investment in Monona Terrace and visitor related infrastructure and amenities, Madison will retain its competitive advantage.



FORWARD LOOKING

We anxiously await completion of local developments like Judge Doyle Square, Alliant Energy Center and the Nolen Waterfront project that will enhance our ability to draw new and larger events with more hotel rooms and local amenities and continue to elevate our community as a top-notch destination and place to call home. Monona Terrace will remain a highly valued and critical resource for the region long into the future, thanks to the continued commitment from the City, Board, staff and partners like Destination Madison, that supports the standards of service excellence Monona Terrace is known for and has the vision for the positive changes that will make the facility even better.





VIBRANCY

Glance at most photographs of downtown Madison and it is clear that Monona Terrace serves as a lynchpin of the Isthmus area. As Monona Terrace sets its own records in revenue generation and customer satisfaction, there is a ripple effect throughout all of the downtown area. Madison's vibrant convention and tourism industry stimulates business success throughout the downtown – to the tune of \$276.1 million in direct visitor spending in downtown Madison, based on 2017 numbers. That represents an increase of 39% since 2011.



QUALITY OF LIFE

Madison consistently tops national lists of best places to live and visit and a big draw is the variety and quality of shopping, dining and entertainment options in downtown Madison. Madison's downtown is energized with more than 370 shops, galleries, restaurants, night spots and cultural and recreational offerings. And at the heart of all that activity is Monona Terrace. Out-of-town visitors are drawn to its sweeping beauty and historic significance and Madison residents flock to its free events such as Concerts on the Rooftop, Lunchtime Yoga and Meditation at Monona Terrace.



MOMENTUM

Stroll the Isthmus on a pleasant evening and the vibe is electric. There are people everywhere, enjoying all that the downtown has to offer. As Monona Terrace's convention business continues to grow so does the promise of growth for the entire downtown area. The positive trajectory and continued momentum of Monona Terrace stimulates job creation and business activity and drives essential tax revenue for the community.



Monona Terrace Community Programs

PROGRAMMING

- 2018 programs served 45,310 people.
- “SiteSeeing”, a new film series about architecture, cities and design, was launched in fall.
- Based on survey feedback: email, word of mouth, and the Monona Terrace website are the highest attendance drivers for events.
- 237 tours served 1,853 visitors from all over the world.
- 12% of people who answered our surveys had never been to Monona Terrace before!

VOLUNTEERS/INTERNS

- 79 Monona Terrace volunteers logged 2,236 hours giving tours, facilitating school workshops, helping in the office, gardening, and working events. The value of this time is \$55,206.*
- 4 interns donated 2,080 hours of project time with us, with a value of \$51,355.*

**Based on an Independent Sector report of \$24.69/hour.*

FRIENDS OF MONONA TERRACE

The Friends of Monona Terrace Board hired two hourly personnel in 2018 to raise funds for MT Community Programs. Grant writer Lisa Fisher completed proposals that awarded over \$8,000 for Moon Over Monona Terrace, Concerts on the Rooftop, and Maker Faire. Membership Coordinator Emily Toboyek launched a new membership campaign that has raised \$2,100 to this point.



RELATIONSHIP BUILDING

- 16 Sponsors/Grantors totaling \$50,364
- 163 Program Partners

MEDIA COVERAGE

- PR value of local media coverage (print and television) totaled \$882,951. Client events and community programs accounted for the majority of local news coverage.
- Media sponsorships with Wisconsin Public Radio, Midwest Family Broadcasting and Isthmus Publishing total value was \$8,000.

DIGITAL MEDIA

We strive to increase positive public engagement and strengthen the Monona Terrace brand.

- Facebook followers:
 - 14,956
- Twitter followers:
 - 3,835
- Email Subscribers:
 - 16,804

TESTIMONIALS

PUBLIC TOURS

“I had such a lovely time. The tour guide was fantastic- he shared a lot of information about the building, and he went above and beyond to form a personal connection with each tour member. This was a very positive experience for me, and I feel fortunate to have toured a building with such friendly and engaging people.”
- Anonymous

CONCERTS ON THE ROOFTOP

“First time we had gone. Loved it. The Monona Terrace is an excellent venue -- Frank Lloyd Wright Architecture, a gorgeous view of Lake Monona, with the Capitol looking over your shoulder. I think of the rooftop and I think white and blue, sky and water, wind and sun. The free public events offered on the rooftop in the summer provide a great sense of community. Staff are all friendly and helpful. It is really Madison at its best.” - Diane W., Madison, WI

MADISON MINI MAKER FAIRE

“Loved the variety of activities for all ages, with various levels of participation (those that just want to watch and those that want the hands on experiences). Lots of opportunity to engage.” - Anonymous



Monona Catering Vision: Be The Best, No Less

2018 REVENUE

In 2018, Monona Catering had a stable revenue year, but some large party cancellations at the end of the year did impact our revenue growth. Year-end total revenue was \$7,140,455 (pre-audit), 0.03% up from 2017 revenue of \$7,138,313.

THE 2018 SERVICES WERE:

- Hospitality (coffee breaks) 137,387 guests
- Meals (breakfast, lunch, dinner) 107,305 guests
- Receptions 70,231 guests
- Total Services (includes all misc.) 427,861 guests
- Approximately 5,833 pounds (2.91 tons) of food donated to Salvation Army and like organizations
- Approximately 31,625 pounds (15.81 tons) of pre-consumer composting diverted from waste stream

LAKE VISTA CAFÉ



Sales were strong in 2018 at the Lake Vista Café with the concert series having good attendance and only one rain cancellation. The Dane Dances attendance for all 5 concerts was down a bit, which resulted in lower revenues than

2017. More competition with other events on the same evening and not as popular bands did impact the revenue. The season finished with \$202,502.82 in sales, which was approximately 9.9% down from 2017.

LVC guest comment card averages were very good to excellent with overall staff service satisfaction rated at 98.51% and overall food satisfaction and value rated at 97.07%. LVC will reopen the second Tuesday in May 2019 with our signature dishes as well as new options to help drive business during the evening hours.

2019 PROJECTIONS

Revenue is estimated at \$7,140,000 with the highest months projected to be June and October.



MARKETING ACTIVITIES

- MT Client Appreciation Events
- Client Menu Tastings
- Wedding Menu Showcases
- Spring Bridal Show
- GMCVB - Client Cultivation Events
- MT Sales Blitz
- MT/MC Team Development Day
- United Way Combined Campaign
- Dane County CASA Gingerbread House Competition Sponsor -- This will be the last year for this competition. Dane County CASA will not be continuing this program after 2018. We do look forward to helping with their next project in 2019.



STAFF PROMOTION



It is with great pride and pleasure that we announce the promotion of Micayla Zapata, from Senior Sales Manager to Director of Sales for Monona Catering.

Micayla has been with Monona Catering for 11 years, and has

spent 8 years in the Sales Department, learning all aspects of the sales process.

Micayla has done an outstanding job as Senior Sales Manager, helping to lead the sales team to accomplish exemplary events for our clients.

Micayla has demonstrated and shared great vision for our clients' events, as well as strong direction for the sales team.

Micayla will maintain the same responsibilities as before, but will be the point person for proposals, both internal and from Destination Madison, event assignments, and other sales related duties. Her new position became effective December 31, 2018.

Monona Terrace 2018 Awards and Recognitions

The staff of Monona Terrace Community and Convention Center is pleased to announce that the facility was the recipient of numerous awards and certifications both regionally and nationally in 2018.

- *In Business Magazine* Executive Choice Award winner for Best Venue for Business Meetings/Events, as selected by members of the IB Executive Register.
- The 2018 Prime Site Award by *Facilities & Destinations* magazine, a national publication. This was the sixteenth straight year Monona Terrace has received this award.
- TripAdvisor 2018 Certificate of Excellence for the consistent achievement of high ratings from travelers.

Monona Terrace Staff Awards

- Gregg McManners, CVE, Executive Director, was honored with a Chair Citation at the International Association of Venue Managers International Conference in Toronto, Canada. The Citation is designed to recognize the extraordinary contributions of individuals who personify the IAVM commitment to inspire leaders, build expertise and create connections for life. The award recognizes individuals who bring great distinction to the industry and help the association achieve its mission to educate, advocate for, and inspire venue professionals.
- Laura MacIsaac, CMP, Director of Sales, was this year's Meeting Professionals International-Wisconsin Chapter Hall of Fame recipient. Laura joined MPI-WI in 2000 and has made outstanding contributions to the chapter and profession every year. Laura served on the MPI-Wisconsin Chapter Board of Directors from 2004 to 2008. In 2008 she was honored as Supplier of the Year, in 2016 with the Meetings Industry Advocate Award, and has served as a member of many committees earning the Team of the Year Award. She has continued to serve their members in volunteer roles every year since.
- Michelle Marx, Event Coordinator, received the 2018 CSM (Convention Services Manager) of the year award from ESPA (Event Service Professionals Association) at the ESPA Full Throttle Conference. This award was designed to recognize those who have demonstrated to the most demanding critics in the business – meeting planners – their ability to provide the highest level of service.

| Monona Terrace Community and Convention Center 2016-2018 Year-End Performance Measures | 2016 ACTUAL | 2017 ACTUAL | 2018 ACTUAL |
|---|----------------|----------------|----------------|
| Conventions and Conferences* | 67 | 60 | 62 |
| Economic Impact from Conventions & Conferences | \$48.2M** | \$33.4M** | \$32.5M** |
| Average Attendance at Conventions or Conferences | 737 | 710 | 714 |
| As a Percentage of Total Events | 9.8% | 9.5% | 11% |
| As a Percentage of Building Revenue | 54% | 46% | 52% |
| Hotel Room Nights Generated | 44,969 | 36,286 | 32,560 |
| Local Events | 557 | 492 | 435 |
| Average Attendance at Local Events | 427 | 470 | 508 |
| As a Percentage of Total Events | 82% | 78% | 78% |
| As a Percentage of Building Revenue | 41% | 45% | 41% |
| Community Events | 113 | 107 | 104 |
| Average Attendance at Community Events | 382 | 408 | 419 |
| As a Percentage of Total Events | 17% | 17% | 19% |
| Total Attendance of Tours | 1,943 | 2,200 | 1,853 |
| Volunteer Hours | 1,541 | 1,808 | 2,236 |
| Building Activity | | | |
| Number of National or International Events | 35 | 33 | 35 |
| Number of State and Regional Events | 88 | 104 | 87 |
| Average Number of Events in Building per Day | 1.9 | 1.7 | 1.5 |
| Total Square Footage of Space Rented | 18.7M SQ. FT. | 15.8M SQ. FT | 15.5M SQ. FT |
| Total Number of Hotel Room Nights Generated | 47,719 | 39,116 | 35,270 |
| Total Number of Events | 680 | 629 | 557 |
| Catering Activity | | | |
| Number of Meals Served | 127,578 | 111,026 | 107,305 |
| Number of Guests Served at all Catered Functions | 518,620 | 431,488 | 427,861 |
| Pounds of Food Donated to Charity | 6,500 | 6,000 | 5,800 |
| Pounds of Pre-consumer Food Waste Composted | 38,000 | 32,000 | 32,000 |
| Customer Service | | | |
| Percentage of Repeat Business | 68% | 67% | 68% |
| Willingness to Return | 99% | 99% | 100% |
| Overall Customer Satisfaction Rating | 98% | 98% | 99% |

Note:

*Conventions are multi-space/multi-day business with peak room nights of 151 or greater and/or total room nights of 500 or greater. Conferences have peak room nights of between 50-150 and total room nights of 499 or less.

**The Destinations International (DI) Event Impact Calculator is used to estimate the economic impact of Monona Terrace. The DI and Tourism Economics created the calculator in 2011 and it has become the industry standard for measuring the value of conventions and conferences.



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