

2019 ANNUAL REPORT



MONONA  TERRACE

MONONA TERRACE EXECUTIVE DIRECTOR—CONNIE THOMPSON

It seems strange that as I write my first letter in the Monona Terrace Community and Convention Center annual report, the building is actually closed.

It would have been impossible to predict when I took this position at the start of 2020, that one of my first jobs would be to cancel all of the events scheduled for the spring of 2020 due to the coronavirus pandemic. As I reviewed this report, I was delighted by the positive financial position Monona Terrace achieved in 2019. Now, I am forced to pause and acknowledge that we will undoubtedly be looking at some significant economic challenges ahead.

What I know, however, is when we all come out of this together, Monona Terrace will be at the forefront in helping to lead the economic and social recovery we will need as a community and a country. The partnerships and collaborations we've established will be even more essential in the months and years to come. The business we help spark for the local economy will be essential.

Gathering and connecting with others—the main reason for Monona Terrace's existence—will always be important. The businesses and industries that come together to advance their work in areas such as the environment, sciences, technology, medicine, agriculture, finance, and so many more—will still need to do so. While those gatherings may look and feel different for a while, it will be the gathering and connection of people who come together to figure things out that will make a significant difference during the recovery.

Monona Terrace has always been innovative in finding ways to meet the changing needs of our clients and our industry. That creative flexibility will certainly help ensure we change with the times while continuing to provide an exceptional experience. Monona Terrace remains strong and poised to fill that role in our community.

I am honored to be the fourth Executive Director in the history of the Monona Terrace Community & Convention Center and to continue my 20+ years of serving as a steward for this revered community asset. I am committed to guiding this organization into the future—a future that will undoubtedly look different, but one in which the commitment to providing world-class experiences for our clients and serving as a vital gathering place for our community is unwavering. I would like to thank and acknowledge my predecessor and mentor, Gregg McManners. Gregg and his predecessors earned the steadfast support of our community, the dedication of our staff, and the business of the meeting and convention industry. We will continue to build a culture of excellence and dedication to our mission, and Monona Terrace will continue to be a valuable—and valued—community asset for decades to come.



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MADISON, WI MAYOR—SATYA RHODES-CONWAY

Madison is fortunate to have several well-known and iconic assets and attributes that put us on the map. They serve as beacons not just for those of us lucky enough to call the city home, but to the many, many visitors who come to town for work or pleasure every year. Monona Terrace is one of those iconic assets.

With its three roles of serving as a convention center, destination for tourists, and a place that is open and welcoming to the entire community, Monona Terrace has value well beyond the bottom-line numbers you read in this report. The residual impact of this world-renowned Frank Lloyd Wright facility located in the heart of our city is impressive. Consider, for example, that nearly 35,000 hotel room nights were generated by just some of the 531 events held at Monona Terrace last year. Nearly 40,000 area residents came together over the course of the year for community events like Concerts on the Rooftop, Dane Dances and a variety of health and wellness activities. And, an estimated economic impact of \$33.3 million from conferences and conventions alone was a significant piece of our local businesses' success stories.

As a city, our investment in assets like Monona Terrace represent our commitment to grow and to thrive and to envision a future that is economically strong, sustainable and welcoming to all. With this kind of impact, it seems natural that as we navigate through these current difficult times and look to the future recovery of the Greater Madison area, we will rely on places like Monona Terrace and other economic generators to play a role in helping our community get back on its feet and prosper.

Much will change during the transition and recovery period following the coronavirus pandemic, but the need for people to come together in some fashion will remain. The desirability of Madison as a destination and a place to enjoy not only wonderful restaurants, bars and shops, but also to connect with nature via our lakes, bike trails and parks will remain. And the continued focus on efforts that equitably bring our community together to celebrate, to grow, and to learn will remain a top priority and an unfaltering goal.



“...as we navigate through these current difficult times and look to the future recovery of the Greater Madison area, we will rely on places like Monona Terrace and other economic generators to play a role in helping our community...”

MONONA TERRACE BOARD OF DIRECTORS CHAIR—ALICE O’CONNOR

Monona Terrace is a community gathering place. It’s an exceptional destination for visitors and a catalyst for community activity and regional prosperity. And frankly, this is something we are all going to need even more as we emerge from the isolation and economic disruption caused by the global coronavirus pandemic.

People expect and get a world-class experience when they come to Monona Terrace for a large convention, wedding, or community event. Like all world-class facilities, we boast an incredible staff, volunteers and state-of-the-art technology. Add to that breathtaking views of Lake Monona and the Capitol and it’s no wonder our visitors give us a whopping 99 percent satisfaction rating. We are proud of everyone who has helped make this happen!

Last year we hosted more than 90 community programs at little or no cost to attendees. We have forged partnerships with organizations such as Downtown Madison, Inc. and Destination Madison to ensure everyone enjoys a unique Madison experience that often includes food, music, or lakeshore activities.

We continue to look for ways to be proactive and enhance the Monona Terrace experience. Customers, the public, and our staff participated in our most recent strategic planning process and recommended expanded education, communication, and program development that will serve our diverse population,

foster greater community engagement and celebrate our culture. We believe our current LEED Gold certification will soon be upgraded to LEED Platinum as we complete a stringent documentation process and create additional best practices that support sustainability. Our motivated and committed staff consistently provide what our customers want, while keeping in mind what’s good for the planet.

Most convention centers elsewhere in the country rely on taxpayer dollars and other public sources for support. Not Monona Terrace! Rather than drain scarce public resources, we contribute millions to the local economy. In 2019, for example, Monona Terrace generated more than \$30 million in local economic activity. Monona Terrace visitors stay in downtown hotels, fill local restaurants, and enjoy cultural and recreational opportunities. We are grateful to receive a portion of the city’s room tax fund; and we take that investment and use it to serve our customers, to provide entertainment and programming for the community, and to stimulate economic growth. Monona Terrace has played an instrumental role in the redevelopment of Madison’s downtown and continues to be a focal point and inspiration for future development.

This is my second year as Chair of the Monona Terrace Board of Directors, and I’m excited to be surrounded by such an eclectic and committed board, dedicated group of volunteers and exceptional, professional staff. We are committed to sustaining Monona Terrace’s competitive position as a vibrant asset and economic catalyst in our community.

PRESIDENT & CEO, DESTINATION MADISON—DEB ARCHER

Monona Terrace’s mission is to deliver an exceptional and inspirational experience. Destination Madison is in the business of creating economic impact through tourism. Together, we attract a variety of visitors to Madison, provide excellent service and stimulate and strengthen the local economy. This has always been an important collaboration —but now, more than ever, repairing and growing our visitor economy will be vital to our community’s post-pandemic recovery.

Event organizers around the country frequently have a long and specific wish list when it comes to what they expect from a meeting and convention venue. And they find Monona Terrace meets and often exceeds those wishes. Facilities’ reputations are critical. Monona Terrace has consistently garnered exceptionally high rankings from its clients in areas important to meeting planners. What we at Destination Madison hear over and over again about Monona Terrace is its commitment to quality—excellent customer service, cleanliness, maintenance, and food. Its state-of-the-art technology teamed with essential support staff provide event organizers with the ability to create impactful and memorable experiences.

Tourists love Madison. The concentration of urban dwellers and the wide range of exceptional food and beverage establishments, arts and culture outlets, access to outdoor recreation, government, and a world-class university —academically and athletically—make Madison an incredibly appealing destination for visitors. Monona Terrace adds to Madison’s destination value. The events Monona Terrace hosts, and their event attendees, support local businesses that provide job opportunities to thousands and contribute tax dollars that provide community support in a wide variety of ways.

Monona Terrace checks all of the boxes for event organizers today and strives to make sure it will continue to meet those requirements in the future—even a future that seems unsure at the moment. When the time to focus on economic recovery is upon us, Monona Terrace will serve as one of the essential catalysts for helping to jumpstart economic activity as it leverages its many assets to serve groups and individuals seeking new ways to come together.

Destination Madison will continue to work diligently with partners—including Monona Terrace— to develop strategies to position our community for a strong and sustainable rebound from the coronavirus pandemic. The stimulus provided by a strong visitor economy will help ensure our community’s greatest assets, and the thousands that depend on visitors, are lifted up and preserved. Now more than ever, it is essential that Monona Terrace and other iconic symbols of our great city continue to thrive and grow.

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MONONA TERRACE BOARD OF DIRECTORS

- Alice O’Connor, Chair
Principal, Constituency Services Inc.
- Judy Karofsky, Vice-Chair
Principal, Real Estate Insites, LLC
- Jim Ring, Secretary
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- Sharon Corrigan
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Management Professional
- Mark Richardson
President, Unfinished Business, LLC
- Eric Rottier
North Central Group, Regional Vice
President of Operations
- Mike Verveer
Aldersperson, City of Madison

COMMUNITY PROGRAMS

PROGRAMMING

In 2019, we served 38,262 people through over 90 free and low-cost community programs. We entertained thousands of people on our rooftop during our popular summer concert series, educated kids and adults on architecture and sustainability, and helped to enrich the lives of our residents with a breadth of health and wellness offerings and other programming.

Through our public and student tour programming, we showcased our facility, its unique history, and our famous architect by providing 223 tours to 2,446 visitors from around the world.

VOLUNTEERS AND INTERNSHIPS

Our volunteers are at the heart of the community outreach work we do. Our deepest gratitude to the 66 volunteers who donated 1,751 hours giving building tours, facilitating school workshops, assisting in the office, maintaining our gardens, and working at events at Monona Terrace. We also had four interns who spent 820 hours with us assisting with community events and promotion.

FRIENDS OF MONONA TERRACE

The Friends of Monona Terrace Board continued to provide its strong support of our programming through their outreach and financial support, serving as ambassadors to our community and providing the necessary funding for a freelance grant writer and part-time membership assistant in 2019.

COMMUNITY AND PROGRAM PARTNERS

Numerous community partners provided both in-kind and financial support through grants and sponsorships for Concerts on the Rooftop, our Health and Wellness series, Mini Maker Faire, Moon Over Monona Terrace, and our Wright Design Series programming totaling \$42,975.

SOCIAL MEDIA



Facebook followers
16,656



Twitter followers
3,980



Instagram followers
2,071



Email subscribers
22,392



TESTIMONIALS

Concerts on the Rooftop

“Amazing! Such a fun atmosphere, beautiful setting. Our family of five had the best time singing and dancing the night away. A beautiful setting for a concert, family friendly, and a wonderful thing Madison offers!”
~ Sam, Middleton

Health and Wellness Programming

“It’s a wonderful break in my workday and so convenient. I always feel better after going to this yoga class. I have arthritis and yoga helps me immensely. Thank you for this wonderful program.”
~ Lori, Stoughton

Public and Student Tours

“We had a wonderful time touring Monona Terrace, and enjoyed the guides’ extensive knowledge of its architecture and history. This is a “must see” for anyone touring Madison or interested in Frank Lloyd Wright.”
~ Robert C.

“The experience allowed my students to make connections to our curriculum which celebrates Wisconsin culture.”
~ Aaron, Pewaukee High School



“...beautiful setting for a
concert, family friendly,
and a wonderful thing
Madison offers!”

MONONA CATERING

In 2019, Monona Catering experienced a softer year than 2018.

Year-end total revenue was \$6,970,474 (pre-audit),
2.38% down from 2018 revenue of \$7,140,453.

2019 SERVICES

- Hospitality (coffee breaks) 129,620 guests
- Meals (breakfast, lunch, dinner) 110,911 guests
- Receptions 75,217 guests
- Total Services (includes all misc.) 428,112 guests
- Approximately 5,731 pounds (2.9 tons) of food donated to The Health Food For All program, which is distributed to local shelters, organizations and pantries throughout the city
- Approximately 42,000 pounds (21 tons) of pre-consumer composting diverted from waste stream

Lake Vista Café: Sales were strong in 2019 at Lake Vista Café, despite having almost three weeks of rain closures in the opening month of May.

The concert series had good attendance, including the two concerts that were inside due to rain. The season finished with \$189,624.18 in sales, which was approximately 6.4% down from 2018.

LVC guest comment card averages were very good to excellent with overall staff service satisfaction rated at 98.43% and overall food satisfaction and value rated at 97.68%. Due to the coronavirus pandemic, Lake Vista Café will have a delayed opening. We are projecting an open date of late June, but may need to amend this based on the current situation. We will update our status after the governmental gathering ban is lifted. Lake Vista Café will feature our signature dishes as well as new plant based menu options. Our rooftop garden will be planted after we return for business.

2020 Projections: Revenue for 2020 is projected to be about 26% less than 2019 as a result of our operation being shut down for approximately three months. Business is expected to come back slowly towards the end of June, but attendance numbers will mostly be down. Fall projections are still strong, with the greatest number of events in October.

2019 MARKETING ACTIVITIES

- MT Client Appreciation Events
- Client Menu Tastings
- Wedding Menu Showcases
- Destination Madison - Client Cultivation Events
- MT Sales Blitz
- MT/MC Team Development Day
- United Way Combined Campaign

2020 Menu Project: In 2019, Monona Catering revised our catering and wedding menus to include information regarding our sustainability efforts, Monona Terrace's Gold LEED Certification, as well as photos of our food items to enrich our offerings.

MOVING AHEAD INTO 2020

We are very dedicated to our local food sourcing and post-consumer composting efforts. We are creating new standards to ensure the health and safety of our staff and guests with our service procedures and food handling. And we're confident that we are taking all appropriate measures to continue to provide our excellent service and high quality food to our guests. We look forward to continuing to support our environment which will enhance the total food and beverage experience at Monona Terrace Community and Convention Center.



Monona Terrace Community and Convention Center 2017-2019 Year-End Performance Measures	2017 ACTUAL	2018 ACTUAL	2019 ACTUAL
Conventions and Conferences*	60	62	60
Economic Impact from Conventions & Conferences	\$33.4M**	\$32.5M**	\$33.3M**
Average Attendance at Conventions or Conferences	710	714	718
As a Percentage of Total Events	9.5%	11%	11%
As a Percentage of Building Revenue	46%	52%	41%
Hotel Room Nights Generated	36,286	32,560	31,568
Local Events	492	435	392
Average Attendance at Local Events	470	508	532
As a Percentage of Total Events	78%	78%	74%
As a Percentage of Building Revenue	45%	41%	37%
Community Events	107	104	99
Average Attendance at Community Events	408	419	389
As a Percentage of Total Events	17%	19%	19%
Total Attendance of Tours	2,200	1,853	2,446
Volunteer Hours	1,808	2,236	1,751
Building Activity			
Number of National or International Events	33	35	36
Number of State and Regional Events	104	87	103
Average Number of Events in Building per Day	1.7	1.5	1.5
Total Square Footage of Space Rented	15.8M SQ. FT	15.5M SQ. FT	14.3M SQ. FT
Total Number of Hotel Room Nights Generated	39,116	35,270	34,188
Total Number of Events	629	557	531
Catering Activity			
Number of Meals Served	111,026	107,305	110,305
Number of Guests Served at all Catered Functions	431,488	427,861	428,112
Pounds of Food Donated to Charity	6,000	5,800	5,700
Pounds of Pre-consumer Food Waste Composted	32,000	32,000	42,000
Customer Service			
Percentage of Repeat Business	67%	68%	69%
Willingness to Return	99%	100%	100%
Overall Customer Satisfaction Rating	98%	99%	98%

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.



MONONA
TERRACE

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