



Wisconsin Union
Association

ALL MEMBER MEETING OCT. 27, 2020

Wisconsin Union Association

Summary Update for Oct. 2019 - Sept. 2020

As a lifetime member of the Wisconsin Union, you belong to the Wisconsin Union Association, whose membership is 102,421 as of 10/8/20. Thank you! A lot has happened between October, 2019 and September, 2020. We have celebrated great successes and faced tremendous challenges. Below are some highlights from the past year.

Member Engagement Opportunities

- Director's Tailgates—Members who have opted into our emails receive an invitation to attend a tailgate party hosted by the Wisconsin Union Director prior to home UW–Madison football games. During the 2019 season, 919 members and their guests attended these six events.
- Valentine's Day, 2020—this sold out event for members and their guests was a collaboration with Wisconsin Union Theater which included dinner followed by dancing in Great Hall to the Neophonic Jazz Orchestra.
- Sadly, the highly successful Union on the Road events scheduled in San Francisco and Minneapolis for the summer of 2020 had to be postponed until the public health crisis has passed and public gatherings may again safely resume.

Other news

Completion of the Tong Family Marina

The lakefront got some 'bling' when the new crane was installed on the Tong Family Marina.

Hooper Leaders Make Outdoor Recreation More Accessible

UW–Madison Class of 2020

COVID-19 hit just prior to the start of the biggest quarter for membership sales, resulting in a hard hit to Wisconsin Union Association revenue which is used almost entirely to support student programming. The Wisconsin Union and the Wisconsin Union Association recognized the losses these students were experiencing, including the emotional finale of the challenging journey toward the receipt of their degrees. In response, the Association and the Union took historic steps by providing a free lifetime membership and mini-Terrace chair to those who accepted the offer. As a result, 5,235 new members joined the Wisconsin Union Association.

[Learn more here!](#)

Wisconsin Union Directorate leaders, newly elected in April, had their hands full pivoting their programming to online options, and they rose to the challenge. Their hard work continues, and their quality programming is now available to members everywhere.



The Wisconsin Union buildings, as most campus buildings, closed for several months but the work of the Wisconsin Union in service to the campus and the community continued.

Services provided by the Union included:

- Support to the electoral process—polling place, voter IDs, Wisconsin Elections Commission support
 - American Red Cross Blood & Platelet donation location
 - Second Harvest Foodbank food box pick-up location
 - Contactless Food To Go dining options for Essential staff and students



The Terrace

After months of planning and adapting to public health guidelines, the Terrace opened for the summer as Madison’s largest outdoor restaurant. Though it looked a bit different (seating capacity was reduced to 25%), guests quickly adjusted to making reservations through OpenTable, ordering food via Grubhub and having their orders delivered to their tables. Because space was at such a premium, membership was required to utilize the Terrace (membership definitely has its perks).

The Financial impact of COVID-19 on the Union has been very challenging.

Life membership sales revenue, 94% of which goes directly to funding student programming, was down over half for FY19-20, and the first quarter of the 20-21 fiscal year is just 1/3 of last year. Food and beverage sales have been extremely hard hit, as well, with a loss of \$15 million projected at this point. In case you’re not aware, the Wisconsin Union receives no tax dollar support, so this loss is quite a challenge.

Looking Forward, the start of second semester will be one week later this year and spring break has been eliminated to minimize the risk of a potential spike in the virus.

Great care and extensive thought and planning is going in to creating opportunities for students to have positive experiences that are also in keeping with appropriate public health guidelines.

To say this is a challenging time is true, for the Wisconsin Union and for all of us. We are so appreciative of the support of our members. We realize that much of what you have come to think of as your Wisconsin Union experience is different right now, and we are working hard to expand our online offerings to you. We are continuing to think of new ways to deliver safe programs and services. Continue to check out **TerraceViews** and the **Union’s website** for updates.

