

An aerial photograph of Madison, Wisconsin, featuring the Wisconsin State Capitol building with its prominent dome. The foreground shows a large, crowded pedestrian plaza with many people walking and sitting on the grass. The background includes various city buildings and a clear blue sky with scattered white clouds.

# Performance Report

Monona Terrace Community & Convention Center Board

March 19, 2020

destination  
**madison**



# Leadership



# Leadership Focus

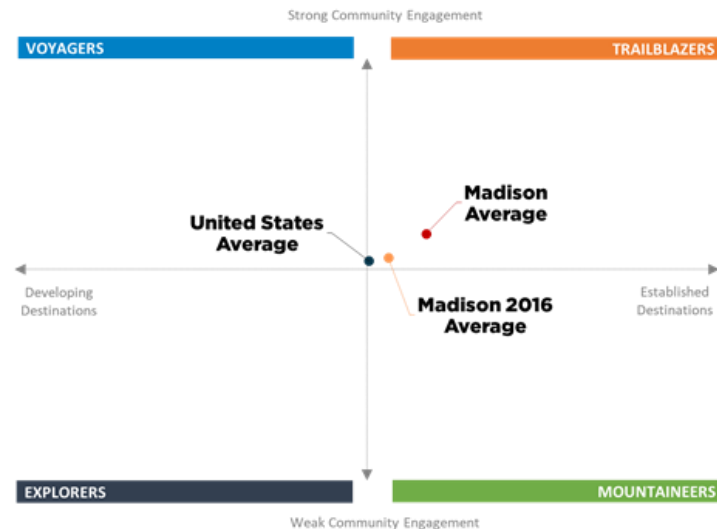
## Strategic Planning

- New organization mission – new destination vision
- Strategic Plan and Pillars: 2020 – 2022

## 2020-2022 Strategic Plan



## DestinationNEXT Assessment



## Strategic Pillars / Key Initiatives / Targets

### Innovative Sales & Marketing

- A) Develop/implement new digital engagement and conversion strategies.
- B) Continue to expand Madison Brand Awareness
- C) Diversify and leverage expertise, passions and resources across sectors
- D) Promote Madison as a year-round destination.
- E) Target, secure and grow convention and sports events
- F) Curate authentic stories of neighborhood/regional identities, experiences and community culture

### Authentic Placemaking

- A) Advocate and be a catalyst for innovative place-making, policies, sustainable practices and enhancing destination assets, to enrich the visitor experience and journey
- B) Be a catalyst for promoting Alliant Energy Center and Destination District redevelopment
- C) Engage in promotion and integration of lakefront projects
- D) Play a role in addressing hospitality workforce needs
- E) Create or secure additional marquee events and experiences
- F) Develop and implement a visitor satisfaction program

### Intentional Community Engagement

- A) Grow and enhance community and resident awareness and support regarding importance of tourism industry and tourism development
- B) Engage in relevant community discussions and initiatives
- C) Create and promote inclusive visitor and resident experiences
- D) Promote and facilitate regional collaboration
- E) Develop authentic engagement to increase diversity, equity and inclusion

### Sustainable Organization

- A) Monitor/measure organization performance against targets
- B) Ensure long-term financial stability
- C) Ensure skills, structure, capacity and resources are aligned to accomplish goals and work
- D) Evaluate and implement professional development plans for all team members
- E) Identify and evaluate opportunities for new business ventures/initiatives.
- F) Develop succession strategies for future growth and vacancies
- G) Ensure board, committee and organization composition reflect community/organization values and diversity

# What We Are Talking About

## **Authentic Placemaking**

- Alliant Energy Center Master Planning Implementation
- Destination District Support
- Judge Doyle Square
- Bus Rapid Transit
- Nolen Waterfront / Law Park Planning

## **Intentional Community Engagement**

- Experience Program Expansion
- Diversity, Equity and Inclusion

## **Sustainable Organization**

- Board and Committee Recruitment



# What's Next

## On Our Radar

- DNC 2020: Opportunities for Region – continue to monitor status and align resources
- Planning for Golden Age Games
- Strategies for Recovery



# Industry

# Hotel Performance Jan-Dec 2019

<u>Madison, WI</u>			<u>Downtown Madison</u>		
	Actual	% Change		Actual	% Change
Occupancy	61.5%	-3.9%	Occupancy	69.6%	-2.7%
ADR	\$122.88	2.6%	ADR	\$176.18	4.3%
RevPAR	\$75.56	-1.4%	RevPAR	\$122.61	1.5%

Of Ten STR Comparison Cities (in Madison Comp Set)

- 4 posting occupancy declines
- 4 posting RevPAR declines

Source: STR, Inc. Republication or other re-use of this data, without the express written permission of STR is strictly prohibited.



# Sales

**Destination Madison &  
Madison Area Sports Commission**

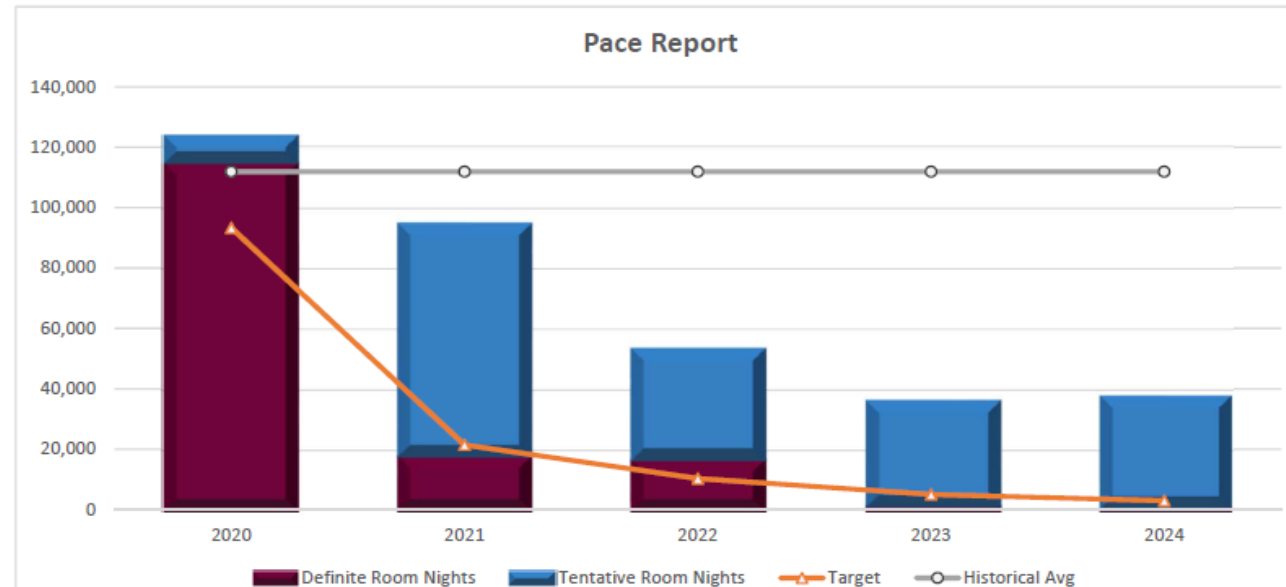
# February 2020 Pace Report

for Period ending February 29, 2020

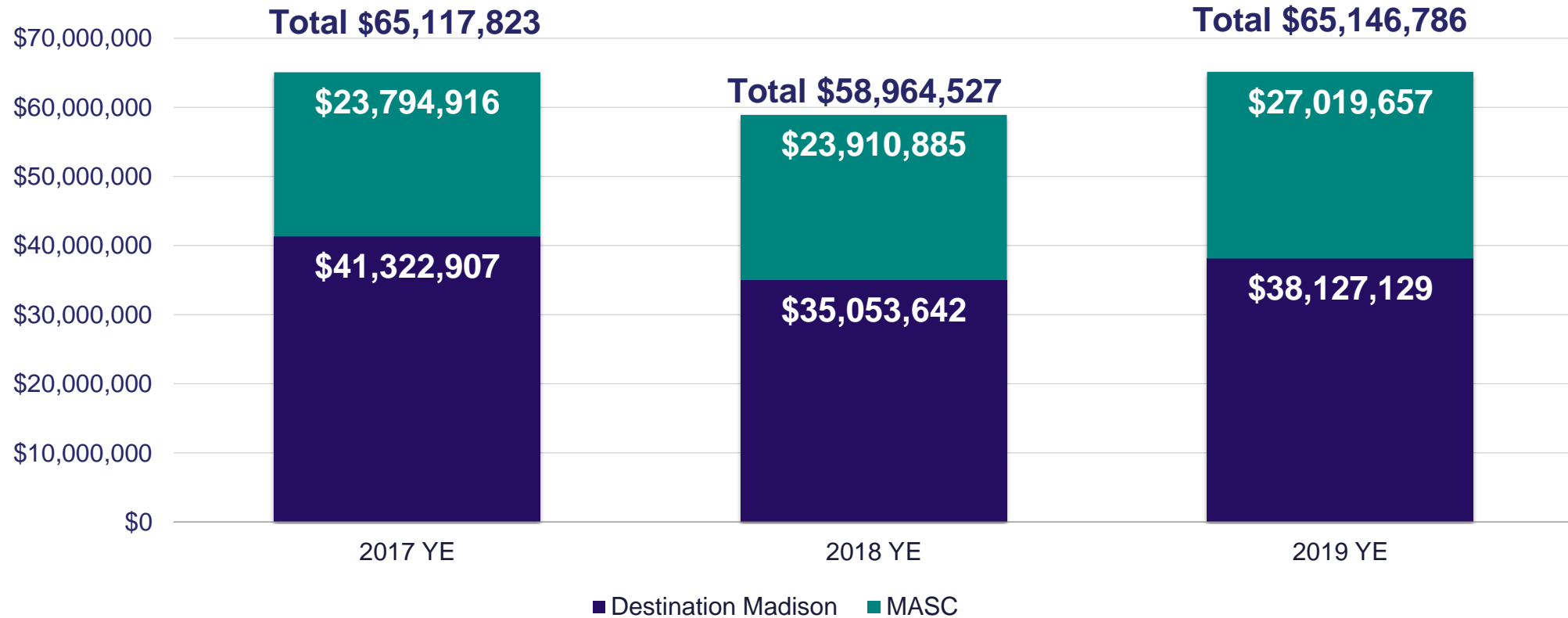
report date 3/5/20

## Report: Simple Pace

Annual Pace	2020	2021	2022	2023	2024	Total
<b>Consumption (Definite Room Nights)</b>						
Definite Room Nights	114,433	18,106	16,973	1,651	967	152,130
Target	93,281	21,418	10,296	5,018	2,940	132,953
Variance	21,152	-3,312	6,677	-3,367	-1,973	19,177
Historical Avg	111,868	111,868	111,868	111,868	111,868	559,340
Events	97	27	14	6	2	146
Pace Percentage	122.67%	84.54%	164.85%	32.90%	32.89%	114%
<b>Demand</b>						
Total RNs	180,576	132,828	78,642	57,593	43,400	493,039
Target	216,894	147,018	88,489	57,521	36,344	546,266
Variance	-36,318	-14,190	-9,847	72	7,056	-53,227
Historical Avg	221,867	221,867	221,867	221,867	221,867	1,109,335
Conversion Percentage	66.71%	32.43%	40.64%	7.29%	15.59%	51.05%
Historical Avg	50	50	50	50	50	50
Tentative Room Nights	9,037	77,002	36,878	34,937	37,198	195,052

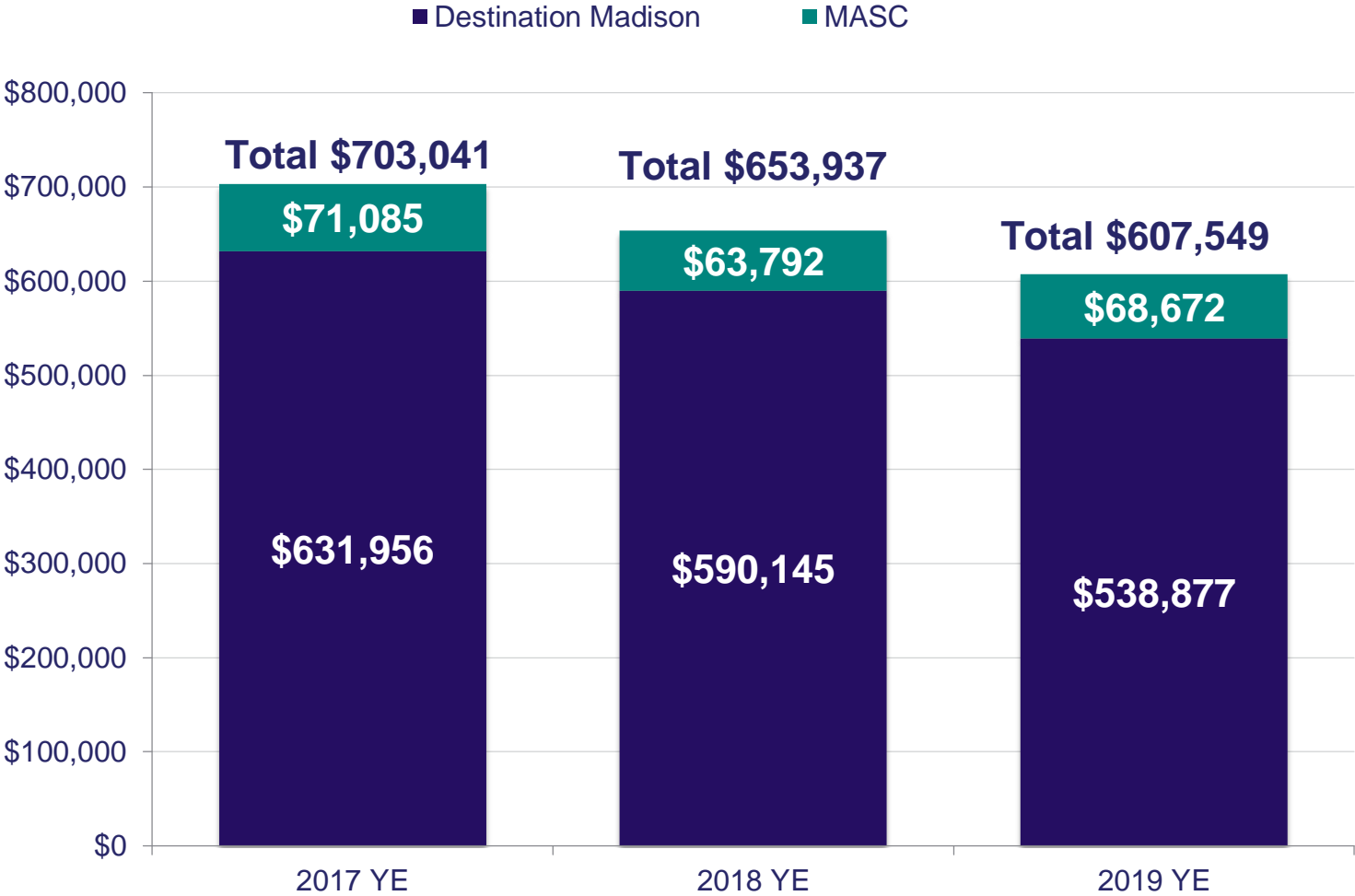


# Year End 2019 DM & MASC Direct Spending Future Events



# DM & MASC Contract Revenue

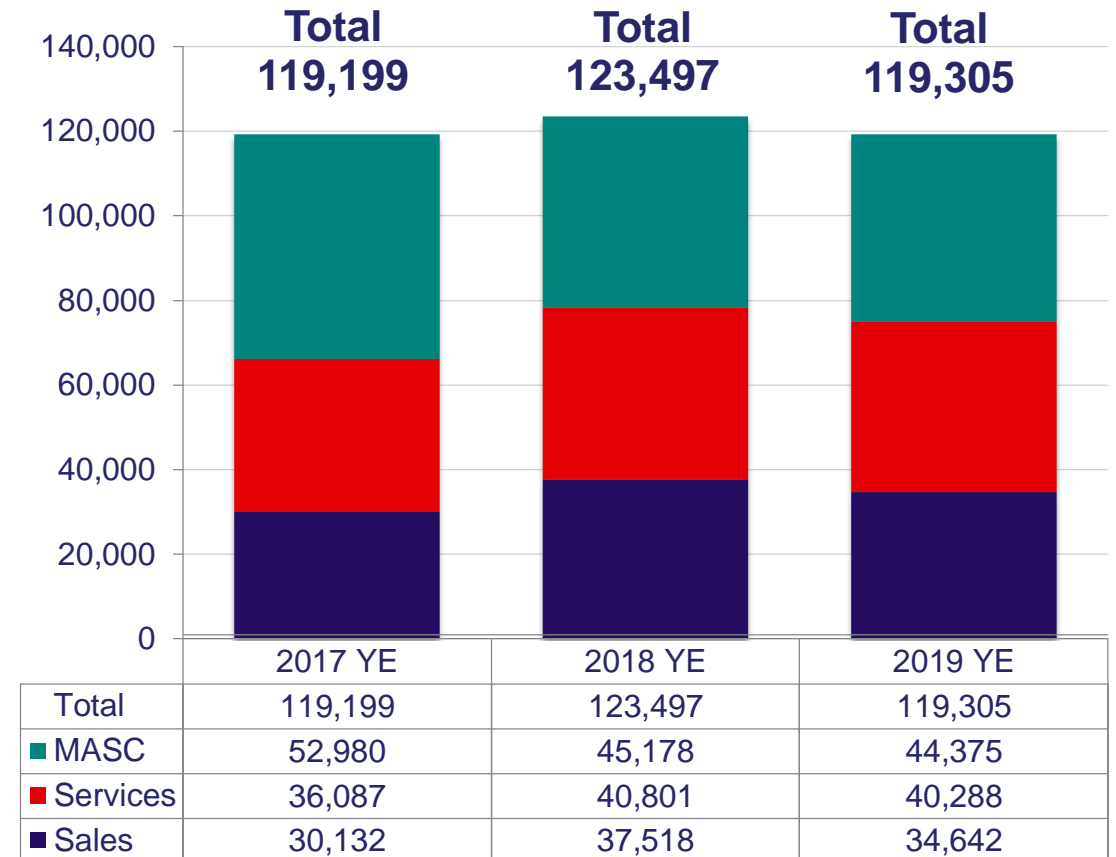
Monona Terrace Contract Revenue  
2019 Goal: \$705,000 86.18% goal achieved



# 2019 Total Contracted Room Nights for DM & MASC

**2019 Goal = 104,750**  
**113.89% goal achieved**

- This chart reflects room nights contracted for all DM and MASC confirmed events.
- DM and MASC reports room night sales for organization-related sales only.
- This report does not reflect room nights for groups DM and MASC service.





# 2019 Convention Sales Highlights and Successes



- Launched One City One Contract –
  - Closed two groups.
  - Won WI Trailblazer Award
  - Increased web page views
  - Other cities implementing.
- BYMH Campus Connections rollout in '20
- SDR Lead Generation Service -
  - 68 “warm” leads with 80.5k room nights
  - 2-3 moving toward RFP's.
- GEO/Vertical target segments and leveraging intellectual capital –
  - American Hernia Society
  - American Association of Professional Coders
  - National Animal Supplement Association
  - Hemp Industries Association
  - Academy of Nutrition and Dietetics

# 2019 Convention Sales Challenges/Concerns

- Pipeline growth
  - Staffing consistency/recruitment
  - Groups booking shorter term vs. inventory availability
- Lost business challenges
  - Federation of Genealogical Societies – room rates
  - Midwest Nursing Research Society – too many hotels required
  - Society for the Study of Reproduction – compelling offsite venues
- Declining contracted blocks/consumed room nights vs. incentive fund usage/fulfillment
- Reliance on booking repeat annuals further out

# What's Next - 2020

## Trade Show and Market Segment Activities

### January

- PCMA Convening Leaders, San Francisco
- Independent Planner Education Conference, St. Pete Beach

### February

- CSPI, Washington, DC
- Destinations Showcase, Washington, DC
- CESSE, Tucson

### February (cont.)

- AMC Institute, Long Beach
- Connect Diversity, Kissimmee
- Connect Chicago

### March


- Meetings Industry Council of Colorado, Denver
  - TMG-IMEA, Chicago
- 

# What's Next 2020

## Sales Strategies and Tactics

- Roll out Bring Your Meeting Home Campus Connection sales initiative
  - Further leverage intellectual capital in key vertical market segments
  - Continue identification of key account focus and execute key account strategy
  - Design and implement Digideck – a new digital bid book process
  - Establish and implement media and digital strategies for the B2B market
  - Leverage new hotel inventory
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- A large, solid red abstract shape is located in the bottom right corner of the slide, resembling a stylized mountain or a splash of paint.

# Industry Trends and Topics

- The critical and evolving roles of business development
    - Priority account targets, value scoring, stronger booking guidelines/revenue management
  - Letter of agreement/intent (LOA/LOI) best practices
    - 6% of 47 respondents use a license agreement
    - 40% use a LOA with no significant commitment risks
  - Changing metrics: how the DMO model for measuring success needs to shift
  - Attendance promotion
  - Purposeful events – making a community impact
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- A large, solid red abstract shape is located in the bottom right corner of the slide. It has an irregular, organic form with several rounded peaks and valleys, resembling a stylized cloud or a splash of paint.



# Appendix

# Marketing

# Newly Published Content

- 4 Classic Holiday Events and 3 Insider Favorites
- 5 Essential Fall Hiking Spots
- Destination Madison Staff Fall Favorites
- 5 Cozy Fireplaces to Visit in Madison This Fall
- Bike to Table: 6 Bike-Accessible Restaurants to Try
- Madison's Quirky Love for Flamingos
- Experience Wisconsin Art
- 5 Hotels & Neighborhoods in Madison to Explore
- Cheese Curd Crawl: 7 Spots to Get Your Fried Fix
- New Fall Flavors That Demand a Trip to Madison
- Madison Area Restaurants Open on Thanksgiving
- How Madison Excites Attendees and Sparks Meeting Attendance
- 6 Things to Do During Madison Hotel Week

# YE Web Metrics

- Pageviews: 352,082
- Sessions: 162,975
- Avg. Time on Page: 00:01:37
- Bounce Rate: 57.55%
- Pages Per Session: 2.16
- 65.09% of traffic from organic search
- Age 25-34 account for most sessions (14,025)



## WELCOME TO MADISON!

It's snow season—one of the best reasons to visit Madison, WI! Discover don't-miss activities using our [calendar of events](#) or get ideas to [create your own wintry itinerary](#), from seasonal shopping to endless ways to explore the outdoors.

### EVENTS

### GET ACTIVE

### FOOD & DRINK

### LOCAL LIBATIONS



# PR & Communications



# PR & Communications

## Q4 Metrics:

- Media Mentions: 848
- Reach: 4.8M
- Media Value: \$1,100,000

## Year-to-Date Metrics:

- Media Mentions: 5,451
- Reach: 30.8M
- Media Value: \$7,173,000

## Highlights:

- Hosted visits with travel bloggers and USA Today writer
- DI Advocacy Summit
- “5 Great Reasons Beyond Football to Visit Madison” piece in Chicago Tribune and beyond



Jen Ruiz @jenonajetplane · Oct 8, 2019

Visited Taliesen yesterday, Frank Lloyd Wright's home in Madison, Wisconsin. Absolutely stunning place still feels modern 100 years later 🏡 #architecture #architecturelovers #Traveler #travelblog #TravelTuesday @Visit\_Madison



# Destination Madison

## Definite Contracts for Monona Terrace

New or Non-Annual	Account Name	Lead Name	Preferred Arrival	Total Rooms	Attend	Direct Spending	Contract Revenue
New	National Association of Extension 4-H Agents	Annual Conference 2022	10/7/2022	2287	1,000	\$971,522	\$55,615
	LeMans Corporation	Parts Unlimited & Drag Specialties 2022	8/17/2022	1303	1,000	\$887,275	\$45,875
Non-Annual	Solution Tree	2020 PLC Institute	10/20/2020	895	1,500	\$794,543	\$44,650
	LeMans Corporation	Parts Unlimited & Drag Specialties 2021	8/18/2021	1303	1,000	\$876,092	\$43,692
Non-Annual	Midwest BLGTA College Conference	2021 Midwest BLGTA College Conf	2/12/2021	910	2,000	\$473,705	\$42,264
	LeMans Corporation	Parts Unlimited & Drag Specialties 2020	8/19/2020	1303	1,000	\$865,142	\$41,607
	Wisconsin Music Educators Association	Wisconsin State Music Conference 2026	10/28/2026	500	7,000	\$1,180,483	\$39,532
New	International Society for Stem Cell Research	ISSCR 2021 International Symposia	9/12/2021	510	800	\$468,913	\$31,413
New	Cognitive Development Society	12th Biennial Conference-2021	10/20/2021	945	900	\$609,052	\$30,321
	AIA Wisconsin	Annual Convention 2022	5/3/2022	75	2,000	\$325,000	\$29,403
	Mary Kay Inc	Career Conference 2022	3/18/2022	206	1,500	\$371,643	\$22,596

# Destination Madison

## Definite Contracts for Monona Terrace

New or Non-Annual	Account Name	Lead Name	Preferred Arrival	Total Rooms	Attend	Direct Spending	Contract Revenue
	Mary Kay Inc	Career Conference 2021	3/19/2021	206	1,500	\$365,120	\$21,521
Non-Annual	Wisconsin Society of Science Teachers	WSST 2023 Conference	3/9/2023	325	500	\$274,115	\$16,436
	Pharmacy Society of Wisconsin	2021 Educational Conference	4/14/2021	250	400	\$131,147	\$14,746
	Wisconsin Nurses Association	2024 Pharmacology & Clinical Update	4/18/2024	390	520	\$365,265	\$14,707
	Wisconsin Nurses Association	2023 Pharmacology & Clinical Update	4/20/2023	390	520	\$360,607	\$14,006
	WI Housing and Economic Dev Authority	2020 WHEDA Conference	9/22/2020	140	1,000	\$135,381	\$12,425
	Wisconsin Medical Society	2021 Annual Convention	4/16/2021	189	300	\$126,144	\$12,135
	Symp on Rsrch in Child Language Disorders	41st Annual Conference - 2020	5/28/2020	660	300	\$190,239	\$5,933
Destination Madison Monona Terrace Contracts Definite Jan-Dec 2019 = 19				12,787	24,740	\$9,771,388	\$538,877

# MASC

## Definite Contracts for Monona Terrace

New or Non-Annual Account Name	Lead Name	Event Start Date	Total Rooms	Attend	Direct Spending	Contract Revenue
CrossFit, Inc.	CrossFit Events	7/25/2019	21,561	35,000	\$10,275,816	\$11,765
World Triathlon Corporation	IRONMAN Wisconsin 2020	9/8/2020	4,923	14,800	\$2,804,184	\$31,577
Madison Festivals Inc	2019 Run Madtown	5/24/2019	1,104	4,500	\$406,074	\$4,845
Gymfinity Children's Activity Center	Dairy Aire Gymnastics Invitational	2/21/2020	200	4,000	\$153,755	\$20,485
MASC Monona Terrace Contracts Definite Jan-Dec 2019 = 4			27,788	58,300	\$13,639,829	\$68,672

# Monona Terrace – DM & MASC

## Confirmed Events occurring 2019-2025

Account Name	Event Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Revenue
L & L Exhibition Management	2019 Madison Home Expo	1/10/2019	100	9,200	\$805,803	\$42,452
Wisconsin School Counselor Association	Annual Conference 2019	2/4/2019	895	1,100	\$549,304	\$24,664
L & L Exhibition Management	Madison Build, Remodel & Landscape	2/6/2019	125	8,000	\$715,679	\$30,762
Gymfinity Children's Activity Center	2019 Dairy Aire Gymnastics Invitational	2/22/2019	140	1,200	\$146,799	\$19,507
Wisconsin Society of Science Teachers	WSST 2019 Conference	3/6/2019	335	500	\$212,249	\$15,474
Mary Kay Inc	Career Conference 2019	3/20/2019	190	2,000	\$406,778	\$21,521
Wisconsin Medical Society	2019 Annual Convention	4/4/2019	175	300	\$112,068	\$13,394
Pharmacy Society of Wisconsin	2019 Educational Conference	4/8/2019	95	250	\$71,532	\$12,193
Wisconsin Nurses Association	Annual Pharmacology & Clinical Update	4/10/2019	590	520	\$268,926	\$22,464
EcoAdapt	4th National Adaptation Forum	4/22/2019	1,435	1,100	\$719,321	\$51,818
Badger Bay Management Company	2019 Doctor Day Room Block	4/30/2019	40	475	\$29,286	
Soc for the Advncmnt of Scandinavian Study	SASS Annual Conference 2019	5/1/2019	660	275	\$233,087	\$14,528
AIA Wisconsin	Annual Convention 2019	5/7/2019	110	2,000	\$331,798	\$28,712
Central States Water Environment Assoc	Annual Meeting 2019	5/13/2019	356	400	\$202,226	\$13,591



# Monona Terrace – DM & MASC

## Confirmed Events occurring 2019-2025

Account Name	Event Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Revenue
Madison Festivals Inc	2019 Run Madtown	5/24/2019	1,104	4,500	\$406,074	\$4,845
Symp on Rsrch in Child Language Disorders	40th Annual Conference - 2019	6/5/2019	730	300	\$196,661	\$5,933
Toppers Pizza, Inc. World Headquarters	2019 Annual Convention	6/16/2019	398	400	\$194,786	\$8,555
United States Dragon and Lion Dance Fed	Dragon & Lion Dance Championships	6/28/2019	84	450	\$218,919	\$10,215
World Assoc Advance Veterinary Parasitology	2019 WAAVP International Conference	7/5/2019	1,952	700	\$783,911	\$45,041
American Society of Pharmacognosy	2019 Annual Meeting	7/12/2019	1,414	600	\$698,026	\$37,167
CrossFit, Inc.	Health Conference / Foundation Mtg	7/29/2019				\$11,765
LeMans Corporation	Parts Unlimited & Drag Specialties Expo	8/21/2019	610	1,000	\$856,300	\$41,361
World Triathlon Corporation	IRONMAN Wisconsin 2019	9/3/2019	5,456	14,800	\$2,902,053	\$31,520
International Society for Cellular Therapy	ISCT Regional Conference 2019	9/10/2019	803	750	\$375,944	\$34,450
WI Section of Amer Water Works Assoc	Annual Meeting & Water Utility Expo	9/10/2019	425	500	\$391,269	\$20,295
WI Housing and Economic Dev Authority	2019 WHEDA Conference	9/24/2019	195	1,000	\$148,783	\$12,395
Wisconsin Music Educators Association	Wisconsin State Music Conference 2019	10/22/2019	481	5,000	\$890,158	\$34,016
Madison Festivals Inc	2019 Madison Marathon Expo	11/8/2019	339	8,000	\$494,398	\$2,550

# Monona Terrace – DM & MASC

## Confirmed Events occurring 2019-2025

Account Name	Event Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Revenue
Sigma Xi, Scientific Research Honor Soc	2019 Annual Meeting	11/11/2019	650	600	\$540,132	\$36,243
Solution Tree	RTI At Work	12/2/2019	477	600	\$338,623	\$22,463
Wisconsin School Counselor Association	Annual Conference 2020	2/17/2020	895	1,100	\$560,517	\$25,900
Gymfinity Children's Activity Center	2020 Dairy Aire Gymnastics Invitational	2/21/2020	200	4,000	\$153,755	\$20,485
Wisconsin Department of Tourism	Governor's Conference on Tourism 2020	3/15/2020	1,227	1,000	\$494,399	\$40,933
Mary Kay Inc	Career Conference 2020	3/25/2020	190	2,000	\$415,515	\$22,596
Pharmacy Society of Wisconsin	2020 Educational Conference	4/1/2020	470	400	\$163,433	\$12,193
Wisconsin Medical Society	2020 Annual Convention	4/16/2020	198	300	\$109,606	\$13,394
Wisconsin Nurses Association	Annual Pharmacology & Clinical Update	4/22/2020	590	520	\$274,618	\$23,590
AIA Wisconsin	Annual Convention 2020	4/28/2020	80	2,000	\$332,246	\$29,019
UW-Madison Facilities Planning & Mgmt	2020 Big 10 & Friends Utility Conf	5/16/2020	1,350	350	\$441,052	
Symp on Rsrch in Child Language Disorders	41st Annual Conference - 2020	5/27/2020	660	300	\$190,239	\$5,933
American Astronomical Society	236th Meeting of the AAS	5/28/2020	1,894	750	\$771,386	\$77,922
ASLO (Limnology and Oceanography)	2020 Summer Meeting	6/4/2020	2,230	900	\$1,132,507	\$83,206

# Monona Terrace – DM & MASC

## Confirmed Events occurring 2019-2025

Account Name	Event Name	Event Start	Room	Attend	Direct	Contract
		Date	Nights		Spending	Revenue
Society for Freshwater Science	SFS 2020 Annual Meeting	6/4/2020	1,605	650	\$758,555	
International Short Break Association	Biennial Conference 2020	6/15/2020	770	400	\$324,554	\$23,154
Uniform Law Commission	2020 Annual Meeting	7/6/2020	1,785	500	\$649,882	\$45,892
American Society of Animal Science	2020 Annual Meeting	7/17/2020	2,565	1,300	\$992,364	\$57,096
LeMans Corporation	Parts Unlimited & Drag Specialties Expo	8/18/2020	1,303	1,000	\$865,142	\$41,607
World Triathlon Corporation	IRONMAN Wisconsin 2020	9/8/2020	4,923	14,800	\$2,804,184	\$31,577
WI Section of Amer Water Works Assoc	Annual Meeting & Water Utility Expo 2020	9/15/2020	425	500	\$398,356	\$21,309
WI Housing and Economic Dev Authority	2020 WHEDA Conference	9/22/2020	140	1,000	\$135,381	\$12,425
Brown Swiss Cattle Breeders' Association	2020 Brown Swiss World Congress	9/29/2020	750	350	\$344,326	\$9,087
Solution Tree	2020 PLC Institute	10/19/2020	895	1,500	\$794,543	\$44,650
Wisconsin Music Educators Association	Wisconsin State Music Conference 2020	10/28/2020	481	7,000	\$1,095,534	\$35,718
Midwest BLGTA College Conference	2021 Midwest BLGTA College Conference	2/10/2021	910	2,000	\$473,705	\$42,264
National Association for Campus Activities	2021 Northern Plains Regional Conference	4/6/2021	910	900	\$580,997	\$43,780

# Monona Terrace – DM & MASC

## Confirmed Events occurring 2019-2025

Account Name	Event Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Revenue
Pharmacy Society of Wisconsin	2021 Educational Conference	4/13/2021	80	400	\$131,147	\$14,746
Wisconsin Medical Society	2021 Annual Convention	4/15/2021	180	300	\$126,144	\$12,135
AIA Wisconsin	Annual Convention 2021	5/4/2021	105	2,000	\$347,176	\$29,312
American Assoc for the History of Medicine	AAHM 2021 Annual Meeting	5/12/2021	570	350	\$225,617	\$18,130
Natl Assoc of County Veterans Service Officers	NACVSO Training Conference 2021	6/3/2021	2,899	800	\$1,262,471	\$50,731
Kidz In Motion, Inc.	National Child Passenger Safety Conf	8/9/2021	1,140	350	\$423,267	
LeMans Corporation	Parts Unlimited & Drag Specialties Expo	8/17/2021	1,303	1,000	\$876,092	\$43,692
WI Section of Amer Water Works Assoc	Annual Meeting & Water Utility Expo 2021	9/20/2021	264	500	\$332,722	\$19,145
Cognitive Development Society	12th Biennial Conference-2021	10/20/2021	945	900	\$609,052	\$30,321
Wisconsin Music Educators Association	Wisconsin State Music Conference 2021	10/27/2021	481	7,000	\$1,120,811	\$37,504
International Society for Computational Biology	Intelligent Systems for Molecular Biology	7/8/2022	2,460	1,500	\$1,033,178	\$77,195
American Society for Virology	41st Annual Meeting (2022)	7/14/2022	4,705	1,700	\$1,640,612	\$78,095
LeMans Corporation	Parts Unlimited & Drag Specialties Expo	8/16/2022	1,303	1,000	\$887,275	\$45,875

# Monona Terrace – DM & MASC

## Confirmed Events occurring 2019-2025

Account Name	Event Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Revenue
WI Section of Amer Water Works Assoc	Annual Meeting & Water Utility Expo 2022	9/12/2022	264	500	\$337,377	\$20,102
National Association of Extension 4-H Agents	Annual Conference 2022	10/7/2022	2,287	1,000	\$971,522	\$55,615
Wisconsin Music Educators Association	Wisconsin State Music Conference 2022	10/26/2022	481	7,000	\$1,146,518	\$39,381
WI Section of Amer Water Works Assoc	Annual Meeting & Water Utility Expo 2023	9/11/2023	264	500	\$342,131	\$21,109
Wisconsin Music Educators Association	Wisconsin State Music Conference 2023	10/24/2023	396	7,000	\$1,176,144	\$38,939
Wisconsin Music Educators Association	Wisconsin State Music Conference 2024	10/22/2024	796	7,000	\$1,202,392	\$39,504
Wisconsin Music Educators Association	Wisconsin State Music Conference 2025	10/29/2025	392	7,000	\$1,196,444	\$39,504

**Thank you**