



**GREATER MADISON CONVENTION & VISITORS BUREAU  
and MADISON AREA SPORTS COMMISSION  
2018 DESTINATION SALES & MARKETING  
INVESTMENT OVERVIEW**

*PRESENTED TO CITY OF MADISON ROOM TAX COMMISSION  
AUGUST 1, 2017*

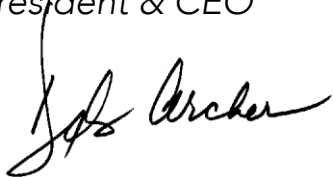
The Greater Madison Convention & Visitors Bureau (GMCVB) and Madison Area Sports Commission (MASC) value the investment in our work that drives the visitor economy – an economic development effort that supports the City of Madison and the Monona Terrace Community and Convention Center. Our current contract with the City of Madison runs through December 2018 with a potential four year renewal. The contract stipulates 2018 investment at 26% of 2017 room tax collections.

The GMCVB and MASC invest the room tax allocation we receive to the benefit of the City of Madison by targeting events that drive room nights and therefore contribute to future room tax revenues as well as create and sustain thousands of jobs and support businesses and attractions our citizens can enjoy. We focus on attracting high return on investment business by strategically pursuing conventions and events that will generate significant facility rental and ancillary revenues for Monona Terrace Community and Convention Center. In addition we ensure that Madison's story is told – nationally, regionally and locally to build a reputation for the city as a desired destination for meeting attendees, event participants and spectators as well as leisure visitors.

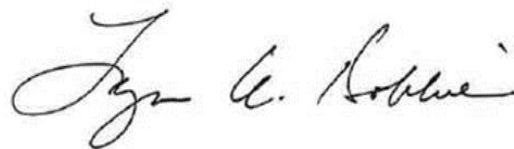
This document provides an overview of our organization and destination sales and marketing activities and sets the stage for our 2018 initiatives.

We look forward to working with the City of Madison and our partners at Monona Terrace for the remainder of this year and in the next to continue to deliver excellent economic impact benefits for all.

Deb Archer, CDME  
GMCVB & MASC  
President & CEO



Lynn Hobbie  
GMCVB Board Chair



Chris Armstrong  
MASC Board Chair



## OUR STORY

The Greater Madison Convention & Visitors Bureau was founded in 1972 to promote tourism in Madison and Dane County. We began by promoting leisure travel and by creating and marketing events – such as the Taste of Madison and Madison Marathon – to drive tourism business to the community and to generate room tax and other business revenues.

Our role has evolved as the tourism economy has changed. We realigned our resources, and shifted our focus as required to meet goals and expectations for our organization. We have added to our sales, promotion and marketing roles as change demanded.

With the creation of Monona Terrace we became the convention center's primary sales arm. We are also the primary convention and event sales organization for Alliant Energy Center, securing business that drives room night volume and generates room tax revenue in Madison hotels.

In 2010 we recognized the economic impact that amateur sporting events generate and launched MASC to ensure that Madison was able to compete in that market sector.

To stay competitive and respond to changing travel trends, we continue to evolve our role by adding expertise in communications, digital media and other areas as well as investing in research to expand our knowledge base about our destination, industry and audiences. Our recent investment in our comprehensive Destination Visioning initiative, resulted in identification of future opportunities and voids we need to address to grow visitor volume and spending. As we build programs to respond to this information, we align our resources accordingly.

Today, we are collaborators with other economic entities, activists in community place making, catalysts of economic development, adopters of intelligence and curators of the destination story. We look forward to what lies ahead.

## WHY INVESTMENT MATTERS

The GMCVB and MASC invest as **economic development entities** by engaging in strategic and dynamic activities that **drive economic impact through tourism**. The overall impact of our work extends beyond the direct spending in local businesses such as hotels, restaurants, retailers and attractions. Tourism supports thousands of jobs, generates millions of dollars in sales taxes, generates room taxes that support local government, and creates business vitality and quality of life enjoyed by visitors and citizens alike. Visitors often become residents, employees or employers having experienced the vibrancy of our community.

..... **IN 2016:** .....

# 16.5 MILLION PEOPLE VISITED DANE COUNTY

VISITORS SPENT

# \$1.2 BILLION

IN DANE COUNTY

FOOD/BEVERAGE



**\$340 million**  
28%

LODGING



**\$327 million**  
27%

RETAIL



**\$259 million**  
21%

TRANSPORTATION



**\$147 million**  
12%

RECREATION



**\$141 million**  
12%

Tourism Economics, May 2017; Longwoods International, June 2017

## GMCVB & MASC WORK ROLES & STAFFING

### Sales [10]

- Convention
- Sports
- Contracts

### Convention & Event Svcs [4+PT]

- Housing
- Pre and on- site services
- Visitor Services
- Destination Experience

### Marketing & PR [10]

- Branding
- Marketing & PR:
  - Sports
  - Convention
  - Destination
  - Convention & Event Services
  - Organization
- Digital Marketing
- Social Media
- Organization Events
- Visitor Pubs

### Ops & Leadership [8]

- Leadership
- HR
- Finance
- IT
- Office Ops
- Database Mgmt
- Research

### Partnership [3]

- Recruitment
- Retention
- Sponsors
- Education

## GMCVB and MASC 2018 Plans

In 2018, the GMCVB and MASC will focus on:

- > Sustaining **high ROI programs**
- > Moving Madison's competitive position on the "Established Destination" axis on the **DestinationNEXT** continuum
- > Implementing initiatives identified in our **Destination Visioning** research

## 2018 GMCVB SALES & MARKETING HIGHLIGHTS

### GMCVB Key initiatives will include:

- > Increasing investment in our **Three City Alliance** initiative with our partners - Providence and Spokane designed to leverage our sales efforts with national clients by partnering with like markets in different geographic regions to secure business.
- > Building initiatives to **strengthen relationships with Third Party meeting planners** a growing segment of the meeting planner market as organizations and business outsource meeting planning to others rather than staff in-house.
- > **Expanding motorcoach** sales and marketing activities to expand our opportunities in this market segment
- > Hosting qualified clients on an extensive **Familiarization Tour and individual site visits**
- > Attending **target market tradeshow**s
- > **Leveraging** our *Discover Wisconsin* television segment by promoting through social media
- > Continuing the **Brand initiative** via a brand campaign and integrating brand into all collateral materials and messaging
- > Hosting national and regional media on comprehensive **Media Familiarization tour** to generate additional awareness of Madison
- > Handling **services and housing** for conventions, including: Epic XGM and UGM , WI School Counselors, AIA WI, American Jr Shorthorn, American Angus, Cognitive Science Society, Forest Products Society
- > **Expanding digital marketing** footprint through social media, web redesign, etc.
- > **Launching Destination Experience initiative** and development through workshops and training to enhance the experience visitors have during their time in Madison
- > Executing rollout for **Destination Training program** in conjunction with Madison College to help build knowledge among hospitality staff about the destination



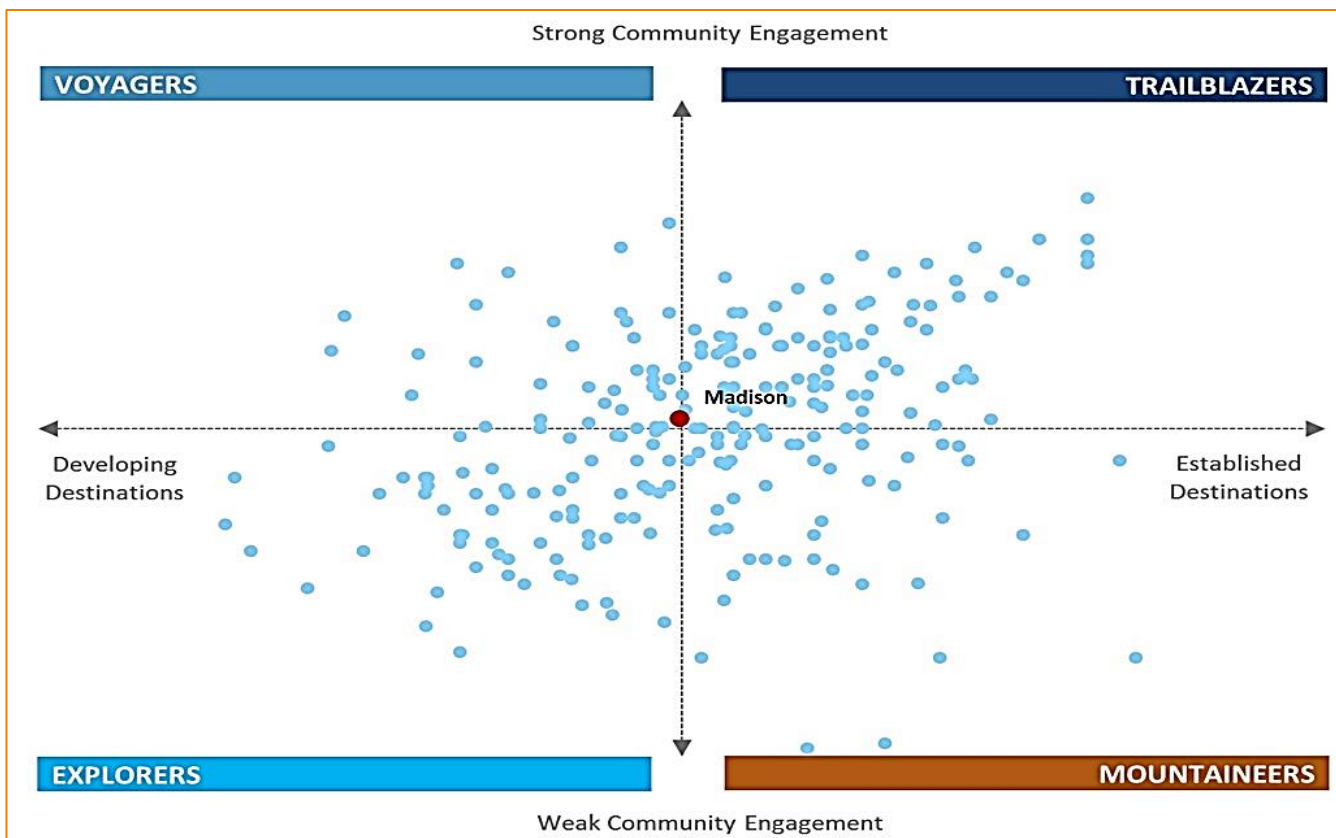
## 2018 MASC SALES & MARKETING HIGHLIGHTS

### MASC Key Initiatives will include:

- > Negotiate contract extensions for Ironman 70.3 and Ironman Wisconsin
- > Lead discussions to extend contract beyond 2019 for Reebok CrossFit Games
- > Host BIG 10 College Softball Championships, USA Yoga Championships and US Chess Federation and NCAA Division I Cross Country Championships
- > Attend **tradeshows** to meet with events rights holders and promote Madison as a destination for their event: National Association of Sports Commissions (NASC), SPORTS and CONNECT; Considering **new tradeshow**: TEAMS
- > Lead and participate in statewide **sales mission** to promote the State as a destination for sporting events
- > Host **WIAA** Boys Basketball and all WIAA championships held in Madison
- > Provide PR & marketing program support for WIAA, Ironman 70.3, Ironman Wisconsin and 2018 Reebok CrossFit Games
- > Create and execute summer long **Bucky on Parade public art** event and activities to attract summer visitors to Madison to have a “Bucky” experience
- > Host four **Morning Sports Report** events to generate awareness of MASC among local sports enthusiasts and business leaders
- > Extend and enhance digital marketing presence

# APPENDIX

## DESTINATIONNEXT – MADISON ASSESSMENT



## MEASURING OUR WORK: METRICS

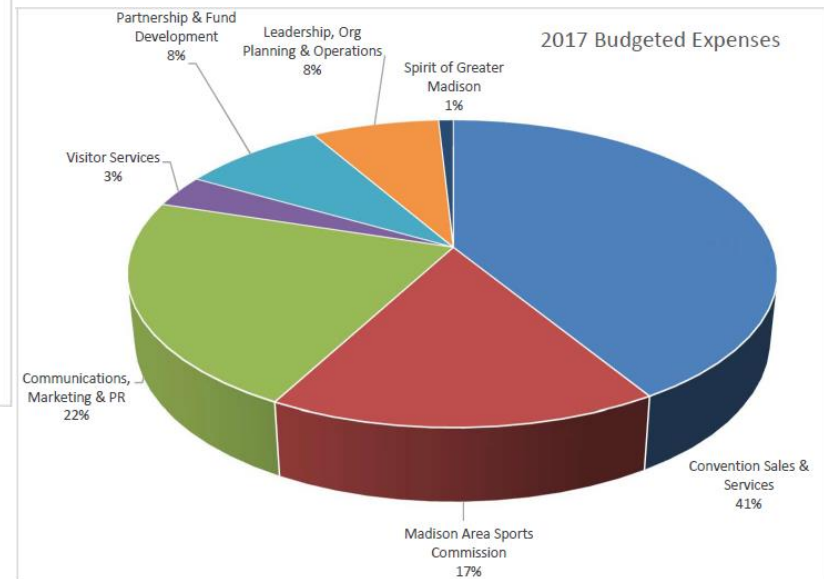
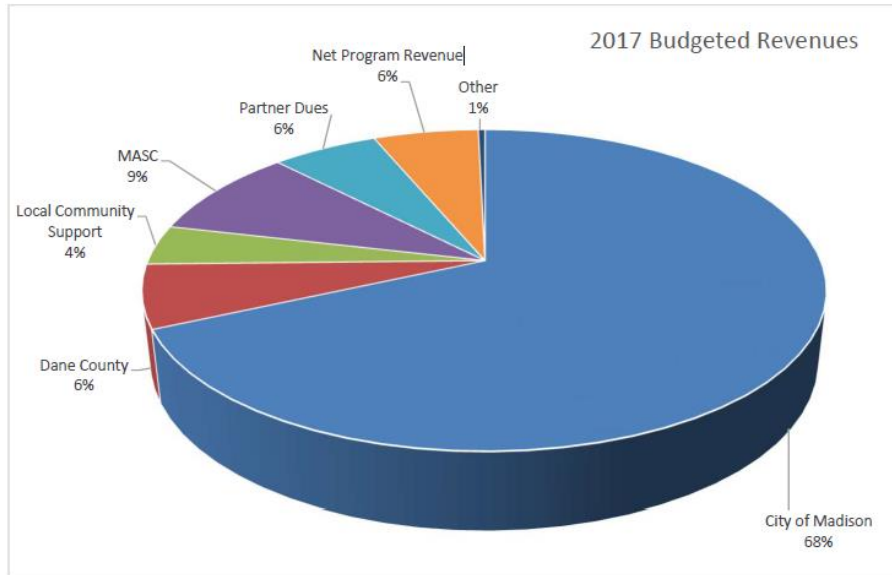
The GMCVB and MASC track a number of key performance metrics (KPI's) for activities we engage in and the results we achieve. The following represent a portion of the KPI's we track:

- > DESTINATION IMPACT – Direct spending for events
- > ROOM NIGHTS – Room nights blocked for events contracted
- > CITY CONTRACT GOALS – Contract Revenue; room nights; Earned media and additional funding received
- > COUNTY CONTRACT GOALS – Qualified leads for Alliant Energy Center
- > LEADS – Overall leads generated by our sales managers; includes Marquee event leads
- > CONFIRMED EVENTS – Events contracted by our sales teams
- > HOUSING ROOM NIGHTS – Room nights we managed for clients
- > HOUSING REVENUE – Revenue generated by managing client room nights
- > SERVICES LEADS / REQUESTS/TOUR TRAVEL REQUESTS – Volume of requests for additional support services we respond to
- > REFERRALS – Volume of referrals to partner businesses
- > # GROUPS SERVICED – Volume of groups we assist
- > WEB PAGE VIEWS/SESSIONS - Volume and engagement of visitors to our website
- > PROGRAM REVENUE – Net revenue generated from advertising sales of our visitor guide and web advertising
- > PUBLIC RELATIONS EARNED MEDIA – Earned media value of public relations that we generate for Madison
- > PARTNERSHIP & DEVELOPMENT – New and retained partner revenues; retention rate of partners

In addition to these KPI's we also set goals for Site Visits and Bring Your Meeting Home presentations to locals that might assist us in securing business for Madison.

## GMCVB and MASC 2017 Work Plans & Results to Date

## 2017 REVENUES & EXPENSES



## 2017 YTD GMCVB & MASC RESULTS

\$67,409,007

*DIRECT SPENDING IMPACT*

\$486,784

*MONONA TERRACE  
CONTRACT REVENUE*

81

*CONFIRMED FUTURE EVENTS*

## 2017 DESTINATION LEADERSHIP ACTIVITIES

### INDUSTRY REPRESENTATION WITHIN THE STATE OF WISCONSIN

- > Wisconsin Governor's Council on Tourism
- > Department of Tourism: Meetings & Convention (M&C) Committee
- > WI Association of Convention & Visitors Bureau (WACVB) and Department of Tourism Sports Marketing Committee

### MADISON AND DANE COUNTY REPRESENTATION WITHIN THE STATE

- > Board of Directors, WACVB
- > MPI WI Board of Directors

### MADISON AND DANE COUNTY REPRESENTATION NATIONALLY

- > Destinations International – serve on Professional Education Committee, CDME Certification Board
- > Attend Destination International's Annual Convention, CEO Forum, CMO Forum and Convention Sales Forum

### ORGANIZATIONAL LEADERSHIP ENGAGEMENT

- > Judge Doyle Square development
- > Alliant Energy Center Task Force & Strategic Design Committee
- > Madison Festivals Board of Directors
- > DMI Quality of Life Downtown/Safety Committee
- > AirBnB engagement
- > Badger Air Community Council – Forever Truax
- > Taliesin Preservation Inc. Board of Directors
- > Wisconsin Union Community Advisory Board



## GMCVB SALES PLAN OVERVIEW

### 2017 Convention and Event Sales Action Plan

#### Tradeshows:

- > Attending 15 tradeshows
- > Highlights include:
  - Professional Convention Management Association (PCMA)
  - Council for Engineering and Scientific Society Executives (CESSE)
  - Meeting Professionals International (MPI) World Education Congress
  - IMEX – International Meetings Expo – North America
  - CONNECT Marketplace for Associations
  - HelmsBriscoe Annual Meeting
  - AMC Institute (Association Management Companies Institute)

#### Client Events:

- > We will host 6 major client events during year, connecting with over 50 clients including:
  - October FAMiliarization tour of Madison
  - Two multi-city client events
  - Bring Your Meeting Home celebration and recognition of local individuals who helped secure an event

#### Industry meetings: 26 including:

- > Meeting Professionals International of WI (MPI WI)
- > Great Lakes MPI
- > PCMA Midwest and Capital Chapter events
- > WI Society of Association Executives (WSAE) Events

**Sales Missions:** Three sales mission trips

**Client Site Visits (in Madison):** 20 site visits through June; on track to host 50+ by end of year

**Bring Your Meeting Home:** 66 Local client meetings through June; on track to host 125+ by end of year

## MADISON AREA SPORTS COMMISSION OVERVIEW

### 2017 Sales & Marketing Plans

#### Trade Shows:

- > Attending 3 tradeshows: National Association of Sports Commissions, SPORTS and CONNECT

#### Sales Missions:

- > Helped coordinate a statewide sales mission trip to Indianapolis

**Client Site Visits (In Madison):** hosted 7 site visits through June; on course to host 40+ by year-end

**Bring Your Meeting Home:** hosted 20 local client meetings through June; on course to host 15+ by year-end

#### Welcomed new and returning events:

- > Welcomed two new, multiple-year, marquee events: **Ironman 70.3** and **CrossFit Games**
- > Welcomed **Adaptive Sports Disability Championships**, **US Twirling** and **US Trampoline and Tumbling**
- > Continued support for **WIAA** Boys Basketball and all WIAA championships held in Madison

#### Other key activities:

- > Announced unique 2018 event – ***Bucky on Parade***
- > Created a **new video** for the Madison Area Sports Commission
- > Hosting four ***Morning Sports Report*** events, including the highest rated event to date on Cycling
- > Entertained clients at **American Family Champions** Tour event

# EVENT ANATOMY



Task/Activity	Year	# of Staff directly involved
<b>Pre-Bid</b>		
Focus on learning about event and pursuing regional event	2010-2015	1
Two people travel to LA for site visit; meetings with CF officials	2016	2
<b>Bidding &amp; Negotiations</b>		
Bid Mapping - venues, hotels etc.	2016	2
Bid Preparation - concepting, graphics, special production, listening sessions	2016	4
Bid Book Preparation	2016	3
Securing Ready Set Go Grant	2016	1
Site Visit 1 (3 people)*	2016	12
Site visit 2 (5 people)*	2016	25
Securing AEC space required	2016	2
Negotiations with CrossFit	2016	2
Negotiations with contracted AEC Client to move event to accommodate CrossFit	2016	3
Securing hotel block commitments	2016 & 17	3
AEC Contract negotiations with client	2016	2
Securing funds from GMCVB to support (Board engagement and approvals)	2016	1
Securing other grants	2016	1
<b>Post-Win/Pre-Event</b>		
Arranging hotel blocks and contracts	2016	3
Setting up MMX housing system	2016	3
Hotel and Lodging Discussion with Lodging Community	2016	3
Planning, contracting, promoting and oversee execution/ hosting of May "Open" event at MT	2016 & 17	5
Oversight and planning for 3 planning site visits (multiple sizes - up to 50)*	2017	7
Operating housing system; changes, cancellations; funding non-Madison housing for overflow; inventory monitoring; creative housing options research, meetings, etc.	2017	3+
Building event marketing plan: PR, Social Media, Signage, print (engaged with CrossFit and Reebok; Isthmus)	2017	3+
Securing signage permits	2017	2
Community education and connecting	2017	3
Securing permits, etc. with City, County (bike path use, etc.)	2017	1

Executing signage and marketing with sign builders, installers, printers, etc.	2017	3
Development of campaign creative	2017	3
Securing support for marketing materials (BID, hotels, restaurants)	2017	5
Development and distribution of restaurant menus with partners	2017	3
Delivery of welcome materials (GMCVB/MASC staff)	2017	8
Pre-event Interviews with media (local, regional, national, trade)	2017	4
Pre-con meetings with transportation, hotels, airport	2017	4
Social media campaign before, during and post Games	2017	2
Securing private housing for VIPs		
Securing specialized vendors, facilitating meetings with vendors (bed linens, theatres, after party locations, nail techs, alterations, parking, transportation, etc.)	2017	3
Specialized messaging to area businesses and related fact sheets	2017	4
Emergency management/crisis communication meeting(s)	2017	3
Arrangements for unique dining options with restaurants/delivery and changing hours or means of operation	2017	2
<b>On Site</b>		
On-site media support and photography	2017	3
On-site troubleshooting and hosting	2017	4
<b>Post event</b>		
Post event clean-up (signage removal, retrieving materials, etc.)	2017	2
Surveying area businesses post event	2017	2
<b>2018 Preparation</b>		
Negotiating and contracting for hotels for 2018	2017	4
Future date and expectation meetings with CF and CBS officials	2017	2
AEC Contracting, new needs & expectations	2017	3
<b>Contract Extension Strategy</b>		
Meeting with AEC Officials	2017	3
*Site visits: securing hotels, meals, receptions, boat tours, etc.; arranging and accompanying on tours of possible off-site event venues; meetings with city, AEC, etc.		

## GMCVB & MASC ALL Confirmed Events occurring in 2017

<u>Account Name</u>	<u>Lead Name</u>	<u>Event Start Date</u>	<u>Room Nights</u>	<u>Attend</u>	<u>Direct Spending</u>	<u>Headquarter Facility</u>
Upledger Institute	Health Care Seminar 2017	1/4/2017	60	50	\$14,500	Marriott West
L & L Exhibition Management	2017 Madison Home Expo	1/5/2017	60	8,000	\$695,652	Monona Terrace
Team Champion	Madtown 1-Day Challenge	1/7/2017	10	400	\$26,265	Alliant Energy Center
Lead Wisconsin	Local Elected Leadership Summit	1/13/2017	10	80	\$6,495	Hilton Garden Inn
MYHockey	2017 MYHockey MidWinter Classic	1/13/2017	900	650	\$287,422	Other
International Performing Arts for Youth	2017 IPAY Showcase and Conference	1/15/2017	950	400	\$324,985	Madison Concourse
WI Society for Human Resource Mgmt	Legislative Day on the Hill 2017	1/17/2017	50	100	\$15,302	BW Premier Park Htl
WI Child Care Administrators Assoc	January Board Meeting 2017	1/18/2017	14	25	\$5,212	Comfort Inn Airport
Mad City Pond Hockey	2017 Mad City Pond Hockey Champs	1/19/2017	70	500	\$32,309	Other
Askren Wrestling Academy	2017 Winter Classic	1/20/2017	175	1,000	\$140,719	Alliant Energy Center
Dane County UW-Extension	Organic Vegetable Production Conf	2/3/2017	50	200	\$36,313	Alliant Energy Center
North American Ice Fishing Circuit	2017 Madison Open Qualifier	2/3/2017	180	300	\$118,332	Edgewater
Wisconsin State Youth Bowling Assoc	2017 Youth State Bowling Champs	2/3/2017	4,540	4,500	\$3,071,300	Other
Wisconsin Public Television	Garden Expo 2017	2/9/2017	530	20,000	\$1,565,229	Alliant Energy Center
L & L Exhibition Management	Madison Remodel & Landscape Expo	2/15/2017	50	8,000	\$679,221	Monona Terrace
MYHockey	2017 MYHockey Presidents Cup	2/17/2017	900	650	\$295,219	Other
Wisconsin School Counselor Assoc	Annual Conference 2017	2/20/2017	765	1,200	\$590,268	Monona Terrace
Wisconsin Newspaper Association	2017 WNA/AP Conv & Tradeshow	2/21/2017	215	500	\$86,746	Marriott West
Hess Promotions	2017 New Product Showcase	2/23/2017	0	1,500	\$28,570	Alliant Energy Center
Wisconsin Fishing Expo	2017 Wisconsin Fishing Expo	2/24/2017	140	20,000	\$1,477,258	Alliant Energy Center

## GMCVB & MASC ALL Confirmed Events occurring in 2017

Account Name	Lead Name	Event Start Date	Room Nights	Attend	Direct Spending	Headquarter Facility
Gymfinity Children's Activity Center	2017 Dairy Aire Gymnastics Invitational	2/24/2017	100	1,200	\$130,399	Monona Terrace
Townsquare Media	2017 America On Tap	3/3/2017	0	5,000	\$327,703	Alliant Energy Center
WI Assoc of Convn & Visitors Bureaus	Legislative Day Room Block	3/15/2017	10	10	\$3,030	Hilton Madison
Wisconsin Interscholastic Athletic Assoc	2017 Boys State Basketball Team Rooms	3/15/2017	623	350	\$186,393	Other
Madison Area Doll Club	2017 Madison Area Doll Show & Sale	3/17/2017	15	400	\$34,705	Alliant Energy Center
Committee on Accreditation of EMS Professionals	CoAEMSP Strategic Planning Meeting	3/18/2017	28	16	\$7,157	Edgewater
CrossFit, Inc.	2017 CrossFit Open 17.5	3/19/2017	200	500	\$74,624	Monona Terrace
National High School Dance Festival	2017 Regional High School Dance Festival	3/22/2017	944	1,000	\$517,319	UW-Madison
Bonnier Corporation	Field & Stream Outdoor Life Deer & Turkey	3/29/2017	360	25,000	\$3,075,008	Alliant Energy Center
Mary Kay Inc	Career Conference 2017	3/29/2017	186	2,000	\$405,158	Monona Terrace
UW Campus and Visitor Relations	UW Badger Family Spring Visit 2016	4/1/2017	1,700	3,000	\$960,511	UW-Madison
Wisconsin Assisted Living Association	2017 April 83.15 Administrators Course	4/3/2017	135	45	\$32,238	Crowne Plaza
USDA Forest Service Forest Inventory Program	2017 FIA National User Group Meeting	4/3/2017	105	40	\$27,582	Hyatt Place
Pharmacy Society of Wisconsin	2017 Educational Conference	4/5/2017	90	250	\$60,758	Monona Terrace
Tecmo Bowl	Tecmo Madison XIII	4/7/2017	50	250	\$32,758	Other
Wisconsin Perfusion Society	24th Annual Spring Meeting	4/7/2017	240	250	\$79,632	Madison Concourse
Life Leadership	April 2017 Meeting	4/8/2017	0	1,000	\$62,711	Alliant Energy Center
Wisconsin Cheese Makers Association	2017 Wisconsin Cheese Industry Conference	4/10/2017	1,635	1,700	\$635,060	Alliant Energy Center
Dairy Calf & Heifer Association	2017 Dairy Calf & Heifer Conference	4/10/2017	220	400	\$128,629	Marriott West
U.S. Academic Decathlon	National Competition	4/16/2017	1,020	650	\$461,840	Monona Terrace

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Account Name	Lead Name	Event Start Date	Room Nights	Attend	Direct Spending	Headquarter Facility
Wisconsin Assoc of Mutual Insurance Comp	WAMIC 2017 Short Course	4/18/2017	147	150	\$50,689	Wyndham Garden
National Council of University Rsrch Admin	NCURA Region IV 2017 Spring Mtg	4/22/2017	485	250	\$182,727	Madison Concourse
Epic	2017 XGM - Week 1	4/23/2017	8,151	4,700	\$3,482,755	Other
SkillsUSA Wisconsin Association	State Leadership and Skills Conf 2017	4/24/2017	695	1,500	\$505,071	Alliant Energy Center
Wisconsin Holstein Association	2017 Midwest National Spring Show	4/26/2017	180	250	\$114,580	Alliant Energy Center
Wisconsin Association of School Nurses	2017 WASN Spring Conference	4/26/2017	202	250	\$183,820	Monona Terrace
UW-Madison Dance Department	90th Anniversary Celebration	4/26/2017	360	100	\$94,676	UW-Madison
Fairway Independent Mortgage	2017 Gala	4/27/2017	0	350	\$7,203	Alliant Energy Center
Madison Gay Hockey Association	2017 Classic Hockey Tournament	4/28/2017	30	100	\$16,857	Other
New Farm, Inc	Lew Sterrett Horse Event	4/29/2017	0	300	\$29,675	Alliant Energy Center
Sonic Foundry	2017 Mediasite User Conference	4/30/2017	745	300	\$258,974	Monona Terrace
Epic	2017 XGM - Week 2	4/30/2017	6,730	4,300	\$3,225,578	Other
Construction Specifications Institute	2017 CSI North Central Region Conf	5/4/2017	100	120	\$40,317	BW Premier Park Htl
SSM Health	2017 Dairyland Games	5/5/2017	50	150	\$20,882	Other
UW Saddle & Sirloin	Little "I" Horse Show	5/6/2017	0	100	\$6,093	Alliant Energy Center
Wisconsin Association of School Councils	2017 JAM State Conf & Cmptn Program	5/6/2017	300	900	\$285,124	Marriott West
American Public Works Association	2017 APWA WI Spring Conference	5/10/2017	120	300	\$86,772	Monona Terrace
AIA Wisconsin	Annual Convention 2017	5/16/2017	110	2,000	\$323,445	Monona Terrace
Meriter Hospital	Meriter Meeting	5/18/2017	0	150	\$5,473	Alliant Energy Center
North American Chinese Basketball Assoc	2017 NACBA Tournament	5/25/2017	765	1,200	\$308,650	Other



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Madison Festivals Inc	2017 Run Madtown	5/26/2017	798	4,500	\$290,791	Monona Terrace
Environmental Design Research Assoc	2017 EDRA Annual Conference	5/29/2017	890	500	\$406,776	Monona Terrace
Democratic Party of Wisconsin	2017 State Convention	6/1/2017	275	1,500	\$255,785	Marriott West
CU Water Cooler	Disruption '17 by CU Water Cooler	6/5/2017	70	150	\$30,557	Other
Wisconsin Assoc of Mutual Insurance Comp	2017 Personnel Seminar	6/6/2017	40	40	\$12,638	Holiday Inn Hotel
Symp on Research in Child Language Dsrdrs	38th Annual Conference - 2017	6/7/2017	490	300	\$188,131	Monona Terrace
Wisconsin Interscholastic Athletic Assoc	2017 State Softball Champs Team Rms	6/7/2017	300	600	\$119,509	Other
World Triathlon Corporation	2017 IRONMAN 70.3 Wisconsin	6/8/2017	2,300	5,000	\$1,081,405	Other
USA Curling	USCA 2017 Budget Meeting	6/9/2017	10	10	\$4,485	UW-Madison
Life Leadership	June 2017 Meeting	6/10/2017	0	1,000	\$62,711	Alliant Energy Center
Toppers Pizza, Inc. World Headquarters	2017 Annual Convention	6/11/2017	403	400	\$198,457	Monona Terrace
Wisconsin Association of FFA	Annual State Convention 2017	6/12/2017	1,461	3,000	\$1,010,288	Alliant Energy Center
Dungarvin Wisconsin, LLC	Dungarvin Employment Law Training	6/14/2017	20	40	\$8,766	Wyndham Garden
Broadjam, Inc.	Between the Waves Music Festival	6/15/2017	470	350	\$167,623	UW-Madison
United States Trampoline & Tumbling Assoc	2017 National Championships	6/18/2017	1,225	3,000	\$1,189,718	Alliant Energy Center
Outdoor Reps Association	2017 ORA Summer Show Rm Block	6/18/2017	151	350	\$69,326	Alliant Energy Center
UW System Administration	Wisconsin Idea Dairy Summit	6/19/2017	0	200	\$8,580	Alliant Energy Center
US Endowment for Forests & Communities	Summer Meeting 2017	6/20/2017	31	30	\$16,063	BW Plus InnTower
Assoc of Wisconsin School Administrators	Wisconsin Quality Education Conf	6/20/2017	323	500	\$291,200	Monona Terrace
American Society for Virology	36th Annual Meeting (2017)	6/22/2017	4,705	1,700	\$1,706,800	Monona Terrace

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Wisconsin State Bowling Association	2017 June Jamboree	6/23/2017	55	80	\$16,654	Crowne Plaza
All-American Junior Sheep Show	2017 All-American Junior Sheep Show	6/28/2017	531	1,000	\$323,375	Alliant Energy Center
Cryogenic Engineering Conference	2017 CEC & Intl Cryogenic Materials Conf	7/6/2017	1,845	800	\$877,151	Monona Terrace
Wisconsin Holstein Association	2017 Wisconsin State Championship Show	7/7/2017	320	500	\$214,911	Alliant Energy Center
U.S. Twirling Association	2017 U.S. Baton Twirling National Champs	7/8/2017	1,590	2,000	\$358,250	Alliant Energy Center
American Dairy Goat Association	2017 ADGA National Show	7/8/2017	595	500	\$365,331	Alliant Energy Center
Life Leadership	July 2017 Meeting	7/8/2017	0	1,000	\$62,711	Alliant Energy Center
Antique Fan Collectors Association	2017 Fan Fair	7/12/2017	165	100	\$56,380	Marriott West
Lacrosse America	2017 Madison Capital Classic	7/13/2017	636	1,500	\$439,390	Other
Adaptive Sports USA	Junior Nationals 2017	7/13/2017	1,000	600	\$435,618	Other
Support Org for Trisomy 18, 13	2017 SOFT Conference	7/17/2017	442	300	\$202,257	Madison Concourse
Association of Food & Drug Officials	2017 AFDO Midwest Rapid Response Team	7/17/2017	40	20	\$11,182	UW-Madison
Credit Union National Association	CUNA Business Lending Certification School	7/22/2017	90	15	\$22,881	UW-Madison
UW Dept of Engineering Physics	U.S. Fusion Energy Science Commnty Wrkshp	7/23/2017	1,145	250	\$311,905	UW-Madison
CrossFit, Inc.	2017 CrossFit Games	7/27/2017	12,889	35,000	\$7,179,367	Alliant Energy Center
Soil and Water Conservation Society	Annual Conference 2017	7/27/2017	635	450	\$344,983	Monona Terrace
American Meteorological Society	AMS 2017 Summer Community Meeting	7/31/2017	130	150	\$63,052	Madison Concourse
Natl Sustainable Agriculture Coalition	Overflow Block 2017 NSAC Summer Meeting	8/6/2017	120	30	\$30,402	UW-Ext Conf Centers
Brewers Association	Guilds Leadership Summit 2017	8/9/2017	131	40	\$35,723	Sheraton
Life Leadership	August 2017 Meeting	8/12/2017	0	1,000	\$62,711	Alliant Energy Center

## GMCVB & MASC ALL Confirmed Events occurring in 2017

Account Name	Lead Name	Event Start Date	Room Nights	Attend	Direct Spending	Headquarter Facility
Upledger Institute	Health Care Seminar August 2017	8/16/2017	40	50	\$13,253	Crowne Plaza
Madison Mini-Marathon L.L.C.	2017 Madison Mini-Marathon	8/17/2017	320	11,800	\$994,293	UW-Madison
LeMans Corporation	Showcase 2017	8/20/2017	1,530	1,000	\$761,393	Monona Terrace
U.S. Equal Employment Opp Cmssn	2017 Madison One-Day Technical Seminar	8/22/2017	50	60	\$12,440	Marriott West
Rutabaga Paddlesports LLC	2017 Paddlesports Retailer	8/27/2017	2,290	1,000	\$834,693	Alliant Energy Center
Wisconsin Public Television	Quilt Expo 2017	9/5/2017	458	20,000	\$1,557,920	Alliant Energy Center
World Triathlon Corporation	IRONMAN Wisconsin 2017	9/5/2017	6,141	30,000	\$4,189,572	Monona Terrace
Working Western Horse Celebration	North Central WWHC 2017	9/7/2017	2,100	5,000	\$1,860,686	Alliant Energy Center
WI Housing & Economic Dev Authority	2017 Multi-Family Housing Conference	9/11/2017	100	600	\$92,415	Monona Terrace
Wegner LLP - AEC	Wegner CPAs Meeting	9/12/2017	0	200	\$7,362	Alliant Energy Center
Figure Skating Club of Madison	Madison Open 2017	9/14/2017	240	500	\$125,156	Other
Travel & Tourism Research Association	CenStates Chapter 2017 Annual Conference	9/17/2017	121	65	\$41,238	Madison Concourse
International Cycling Union	World Cup Waterloo	9/20/2017	610	1,500	\$477,640	Other
Regional Dance America	2018 RDA MidStates Festival - Planning Mtg	9/21/2017	45	20	\$15,779	DoubleTree
Madison PHP	Madison PHP Conference 2017	9/21/2017	105	250	\$35,920	Radisson
Wizard World, Inc.	Wizard World Con 2017	9/22/2017	100	10,000	\$993,521	Alliant Energy Center
Epic	2017 Users' Group Meeting (UGM)	9/24/2017	15,079	7,500	\$6,488,645	Other
Rural Mutual Insurance Company	Fall Sales Rally	9/28/2017	175	175	\$101,805	Madison Concourse
Phibro Animal Health Corporation	PAHC - 2017 World Dairy Expo Room Block	10/1/2017	170	70	\$58,693	Edgewater
Private Event	Dietzel Wedding Block	10/6/2017	35	50	\$12,109	Wyndham Garden

# 2018 INVESTMENT OVERVIEW

## GMCVB & MASC ALL Confirmed Events occurring in 2017

<u>Account Name</u>	<u>Lead Name</u>	<u>Event Start Date</u>	<u>Room Nights</u>	<u>Attend</u>	<u>Direct Spending</u>	<u>Headquarter Facility</u>
Talent HQ	Wisconsin Recruiters 2017	10/10/2017	0	200	\$7,102	Alliant Energy Center
Wisconsin Veterinary Medical Association	2017 Annual Convention - Rm Block	10/11/2017	591	1,500	\$858,218	Alliant Energy Center
Painting & Decorating Contractors of Amer	PDCA - Wisconsin Council Conf	10/12/2017	30	50	\$12,731	Marriott West
National Assoc of Social Workers WI Chptr	Autumn 2017 Annual Conference	10/16/2017	50	375	\$49,714	Marriott West
Diocese of Madison	2017 Celebration	10/20/2017	0	3,000	\$61,441	Alliant Energy Center
Wisconsin Music Educators Association	Wisconsin State Music Conference	10/25/2017	1,455	5,000	\$1,274,000	Monona Terrace
WI Interscholastic Horsemanship Assoc	2017 WIHA State Show	10/26/2017	250	750	\$200,772	Alliant Energy Center
Wisconsin Games Alliance	2017 M - Dev	10/26/2017	205	300	\$103,933	Alliant Energy Center
Lord Of Love Church	Reformation Anniversary Celebration	10/29/2017	0	5,000	\$309,885	Alliant Energy Center
Wisconsin Society of Assoc Executives	2017 WSAE Summit	10/29/2017	100	150	\$43,517	Marriott West
Women, Food and Agriculture Network	2017 WFAN Annual Conference	11/1/2017	93	200	\$55,556	Sheraton
Gamehole Con	Gamehole Con 2017 Overflow Block	11/2/2017	480	2,000	\$383,420	Alliant Energy Center
WI Dressage & Combined Training Assoc	2017 Eventing Clinic	11/2/2017	75	200	\$38,882	Alliant Energy Center
Sons of the Flag	Badger Firemanship Conference	11/3/2017	120	400	\$56,898	BW Premier Park Htl
Life Leadership	November 2017 Meeting	11/4/2017	0	1,000	\$62,711	Alliant Energy Center
Wisconsin Assoc of Mutual Insurance Comp	2017 Leadership Retreat	11/7/2017	80	80	\$37,874	Wyndham Garden
Madison Festivals Inc	2017 Madison Marathon	11/9/2017	435	8,000	\$494,476	Monona Terrace
JAM Brands	2017 JAMfest Badger JAM	11/10/2017	321	600	\$112,640	Alliant Energy Center
Wisconsin Department of Procurement	Procurement Conference	11/16/2017	0	175	\$4,260	Alliant Energy Center
Life Leadership	December 2017 Meeting	12/9/2017	0	1,000	\$62,711	Alliant Energy Center

**Total: 140 Events**

**106,815**

**316,911**

**\$67,409,007**

## 2016 ECONOMIC IMPACT OF TOURISM DANE COUNTY

Tourism spending **brings new money** into our community – supporting jobs and generating sales revenues, income and tax benefits for our community that otherwise would not be present. Over **16 million** visitors came to Dane County in 2016.

- > In 2016, Dane County **visitor direct spending totaled \$1.2 billion – a 5.2% increase from 2015** - generating total business sales of over **\$2 billion**
- >Tourism spending **supports over 21,600 jobs** – of all levels **and** all abilities in Dane County and is an excellent “ladder” career/profession
- >Tourism spending in Dane County **contributed \$156 million in state and local taxes** – a **4.3% increase over 2015**
- >In the absence of the state and local taxes generated by tourism, each Dane County household would need to pay **\$720** to maintain the current level of government services.

THANK YOU

For your investment and confidence in our work