



Monona Terrace Board of Directors Meeting

January 17, 2019

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Performance Report: 2018

In 2018 we achieved the following results:

- Contracted for **146** future events that are expected to generate **\$58.96** million in direct spending (economic impact) in our communities.
- Generated **\$653,937** in contract revenue for Monona Terrace, **93%** of goal
- Earned over **\$13 million** in media – driven by Bucky on Parade and continued CrossFit coverage

We accomplished key initiatives in each area of our strategic vision:

- Storytelling: Continued to build rich content for our website and visitor communications
- Product Development: Continued engagement in the Alliant Energy Center Master Planning Committee and Destination District conversation
- Destination Development: Developed and launched “Essential Madison Experiences”
- Branding: Launched a Destination Awareness campaign: <https://msn.visitmadison.com> achieving over 6 million impressions
- Event mix: Created Bucky on Parade and secured significant future convention and event business
- Organization Viability: Restructured our governance in preparation for launch of new organization name

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What's Next: 2019

We have identified and aligned to deliver these key initiatives for each of our strategic pillars:

- **Storytelling:**

- Redesign of our website: enhanced content
- Attend and engage with media at key trade shows: TBEX and IMM

- **Product Development:**

- Continued engagement in the Alliant Energy Center Master Planning Committee and Destination District conversation
- Nolen Waterfront Initiative

- **Destination Development:**

- Continue to develop new immersive experiences
- Destination Training

- **Branding:**

- Continue MSN campaign
- Rollout of new organization name

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What's Next: 2019

We have identified and aligned to deliver these key initiatives in each area of our strategic vision:

- **Event mix:**
 - Implement key strategies to drive sales efforts
 - Provide excellent customer service to new and existing clients
- **Organization Viability:**
 - Continue to build new organization structure
 - Culture Conversation
 - DNext update

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2018 Review and lessons learned

Short booking window - leads created and contracted in 2018 were significant

- National Association of County Veterans Service Officers
 - Lead created Feb '18, closed Nov
 - Dates - June '21
 - Values - \$50.7K contract revenue, \$1.6M direct spend, 2,170 room nights
- American Astronomical Society
 - Lead created June '18, closed Dec
 - Dates June '20
 - Values - \$78K contract revenue, \$1.2M direct spend, 1,900 room nights
- National Association for Campus Activities
 - Lead created June '18, closed Dec
 - Dates April '21
 - Values - \$43.8K contract revenue, \$980K direct spend, 900 room nights
- American Association for the History of Medicine
 - Lead created September '18, closed Dec
 - Dates May '21
 - Values - \$18.1K contract revenue, \$328K direct spend, 630 room nights



2018 Review and lessons learned

- New business as a % booked increased
- Incentive fund usage – was needed to get short listed or to close business
 - But doesn't always make a difference
- Madison area hotel options vs. Monona Terrace – client driven
- Three City Alliance was a deal maker
- YE reduction of Third Party commissions from 10% to 7% created booking urgencies
- Creating a more robust pipeline is critical and needed – here are 2019 Strategies to make that happen!



ENSURE A MIX OF DEMAND GENERATING EVENTS OCCUR THROUGHOUT THE YEAR

- Leverage One City – One Contract
- Maximize PCMA Knowledge Exchange partnership
- Roll-out MSN branding to B2B market
- Create new video, digital and print assets, enhance focus on core industry sectors and intellectual capital
- Create Madison Convention Experiences program

GROW
MEETINGS
INDUSTRY
VISIBILITY

INCREASE # of
MID/LARGE
SIZED LEADS
GENERATED

- Add new Convention Sales Manager
- Create new Business Development position
- Roll-out Madison Solution Network to grow BYMH
- Engage lead generation service

- Redesign lead management communications that enhance customization, leverage tailored destination strengths and BYMH
- Review incentive fund guidelines and booking processes
- Be appropriately assertive and strategic with fund usage in the early lead stage to make client's short list

INCREASE
CONFIRMED
GMCVB
FACILITY
EVENTS

FOSTER
PARTNER
COLLABORATION

- Leverage One City - One Contract
- Further integrate partner sales strategies, business development and sales processes
- Create Convention Experience Program

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GROW
MEETINGS
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VISIBILITY

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- Leverage One City - One Contract
- Further integrate partner sales strategies, business development and sales processes
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FOSTER PARTNER
COLLABORATION

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ENSURE A MIX OF DEMAND GENERATING EVENTS OCCUR THROUGHOUT THE YEAR

INCREASE
CONFIRMED
GMCVB FACILITY
EVENTS

- Redesign lead management communications that enhance customization, leverage tailored destination strengths and BYMH
- Review incentive fund guidelines and booking processes
- Be appropriately assertive and strategic with fund usage in the early lead stage to make client's short list



Appendix

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ALL 2018 **DESTINATION MADISON** DEFINITE CONTRACTS FOR MONONA TERRACE

New / Non-Annual	Account Name	Lead Name	Event Start Date	Total Rooms	Attend	Direct Spending	Contract Revenue
	AIA Wisconsin	Annual Convention 2021	5/4/2021	105	2,000	\$347,176	\$29,312
New	American Assoc for the History of Medicine	AAHM 2021 Annual Meeting	5/12/2021	630	350	\$193,942	\$18,130
New	American Astronomical Society	236th Meeting of the AAS	5/28/2020	1,894	750	\$735,445	\$77,922
New	American Society of Animal Science	2020 Annual Meeting	7/19/2020	2,565	1,300	\$992,364	\$57,096
New	International Short Break Association	Biennial Conference 2020	6/16/2020	1,200	400	\$405,742	\$23,154
New	International Society for Cellular Therapy	ISCT Regional Conference 2019	9/12/2019	803	750	\$375,944	\$34,450
	LeMans Corporation	Parts Unlimited & Drag Spec NVP Expo	8/20/2019	1,350	1,000	\$856,247	\$41,361
	Mary Kay Inc	Career Conference 2020	3/25/2020	190	2,000	\$415,515	\$22,596
Non-Annual	National Association for Campus Activities	2021 Northern Plains Regional Conf	4/6/2021	910	900	\$590,979	\$43,780
New	Natl Assoc County Veterans Service Officers	NACVSO Training Conference 2021	6/5/2021	2,170	800	\$988,866	\$50,731
	Pharmacy Society of Wisconsin	2020 Educational Conference	4/2/2020	250	250	\$73,090	\$12,193
New	Sigma Xi, The Scientific Research Honor Soc	2019 Annual Meeting	11/4/2019	650	600	\$540,132	\$36,243
New Event	Solution Tree	RTI At Work	12/2/2019	477	600	\$338,623	\$22,463
	Symp on Rsrch in Child Language Disorders	40th Annual Conference - 2019	6/5/2019	730	300	\$196,661	\$5,933
Non-Annual	Toppers Pizza, Inc. World Headquarters	2019 Annual Convention	6/9/2019	398	400	\$194,786	\$8,555
Non-Annual	Wisconsin Department of Tourism	Governor's Conference on Tourism 2020	3/15/2020	1,000	1,000	\$518,303	\$40,933
	WI Housing and Economic Dev Authority	2019 WHEDA Conference	9/25/2019	195	1,000	\$148,783	\$12,395
	Wisconsin Medical Society	2020 Annual Convention	4/17/2020	198	300	\$109,606	\$13,394
	Wisconsin Music Educators Association	Wisconsin State Music Conference 2025	10/29/2025	392	7,000	\$1,196,444	\$39,504

GMCVB Contracts definite 19 16,107 21,700 \$9,218,648 \$590,145

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ALL 2018 MASC DEFINITE CONTRACTS FOR MONONA TERRACE

New / Non-Annual	Account Name	Lead Name	Event Start Date	Total Rooms	Attend	Direct Spending	Contract Revenue
New	United States Dragon and Lion Dance Fed	2019 Dragon & Lion Dance Championships	6/20/2019	250	450	\$215,477	\$10,215
	World Triathlon Corporation	IRONMAN Wisconsin 2019	9/3/2019	5,057	14,800	\$2,902,053	\$31,520
	Gymfinity Children's Activity Center	2019 Dairy Aire Gymnastics Invitational	2/22/2019	140	1,200	\$146,799	\$19,507
	Madison Festivals Inc	2019 Madison Marathon	11/8/2019	225	8,000	\$493,755	\$2,550
MASC Contracts definite 4				5,672	24,450	\$3,758,084	\$63,792



MONONA TERRACE – DESTINATION MADISON & MASC

Confirmed Events occurring in 2019-2025

<u>Account Name</u>	<u>Event Name</u>	<u>Event Start Date</u>	<u>Room Nights</u>	<u>Attend</u>	<u>Direct Spending</u>	<u>Contract Revenue</u>
L & L Exhibition Management	2019 Madison Home Expo	1/10/2019	100	9,200	\$805,803	\$42,452
L & L Exhibition Management	Madison Build, Remodel & Landscape	2/6/2019	125	8,000	\$715,679	\$30,762
Wisconsin School Counselor Association	Annual Conference 2019	2/18/2019	895	1,100	\$549,304	\$24,664
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	33rd 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
Society for 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
Symp on Research 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
World Assoc for Adv of Veterinary Parasitology	2019 WAAVP International Conference	7/5/2019	1,952	700	\$783,911	\$45,041

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MONONA TERRACE – DESTINATION MADISON & MASC

Confirmed Events Occurring in 2019 - 2015

Account Name	Event Name	Event Start Date	Room Nights	Attend Direct	Spending	Contract Revenue
American Society of Pharmacognosy	2019 Annual Meeting	7/12/2019	1,414	600	\$698,026	\$37,167
World Triathlon Corporation	IRONMAN Wisconsin 2019	9/3/2019	5,057	14,800	\$2,902,053	\$31,520
Wisconsin Section of Amer Water Works Assoc	Annual Mtg & Water Utility Expo 2019	9/10/2019	425	500	\$391,269	\$20,295
International Society for Cellular Therapy	ISCT Regional Conference 2019	9/10/2019	803	750	\$375,944	\$34,450
Wisconsin Housing & Economic Dev Authority	2019 WHEDA Conference	9/24/2019	195	1,000	\$148,783	\$12,395
Wisconsin Music Educators Association	Wisconsin State Music Conf 2019	10/23/2019	481	5,000	\$890,158	\$34,016
Sigma Xi, The Scientific Research Honor Society	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
Mary Kay Inc	Career Conference 2020	3/25/2020	190	2,000	\$415,515	\$22,596
Wisconsin Medical Society	2020 Annual Convention	4/16/2020	198	300	\$109,606	\$13,394
Wisconsin Nurses Association	34th 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
ASLO	2020 Summer Meeting	6/4/2020	2,230	900	\$1,132,507	\$83,206
Society for Freshwater Science	SFS 2020 Annual Meeting	6/4/2020	1,605	650	\$758,555	
Uniform Law Commission	2020 Annual Meeting	7/6/2020	1,785	500	\$649,882	\$45,892

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MONONA TERRACE – DESTINATION MADISON & MASC

Confirmed Events Occurring in 2019 - 2025

Account Name	Event Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Revenue		
American Society of Animal Science	2020 Annual Meeting	7/17/2020	2,565	1,300	\$992,364	\$57,096		
Wisconsin Section of Amer Water Works Assoc	Annual Mtg & Water Utility Expo2020	9/15/2020	425	500	\$398,356	\$21,309		
Brown Swiss Cattle Breeders' Assc of the USA	2020 Brown Swiss World Congress	9/29/2020	750	350	\$344,326	\$9,087		
Wisconsin Music Educators Association	Wisconsin State Music Conf 2020	10/28/2020	481	7,000	\$1,095,534	\$35,718		
AIA Wisconsin	Annual Convention 2021	5/4/2021	105	2,000	\$347,176	\$29,312		
Wisconsin Section of Amer Water Works Assoc	Annual Mtg & Water Utility Expo 2021	9/20/2021	264	500	\$332,722	\$19,145		
Wisconsin Music Educators Association	Wisconsin State Music Conf 2021	10/27/2021	481	7,000	\$1,120,811	\$37,504		
International Society for Computational Biology	Intelligent Systems 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		
Wisconsin Section of Amer Water Works Assoc	Annual Mtg & Water Utility Expo2022	9/12/2022	264	500	\$337,377	\$20,102		
Wisconsin Music Educators Association	Wisconsin State Music Conf 2022	10/26/2022	481	7,000	\$1,146,518	\$39,381		
Wisconsin Section of Amer Water Works Assoc	Annual Mtg & Water Utility Expo2023	9/11/2023	264	500	\$342,131	\$21,109		
Wisconsin Music Educators Association	Wisconsin State Music Conf 2023	10/24/2023	396	7,000	\$1,176,144	\$38,939		
Wisconsin Music Educators Association	Wisconsin State Music Conf 2024	10/22/2024	796	7,000	\$1,202,392	\$39,504		
Wisconsin Music Educators Association	Wisconsin State Music Conf 2025	10/29/2025	392	7,000	\$1,196,444	\$39,504		
			47 Events		40,190	110,915	\$29,175,449	\$608,892

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