



**2015 Performance Report
Parks Commission, March 2016**



WHO WE ARE & WHAT WE DO

The MASC is dedicated to creating economic impact through tourism by:

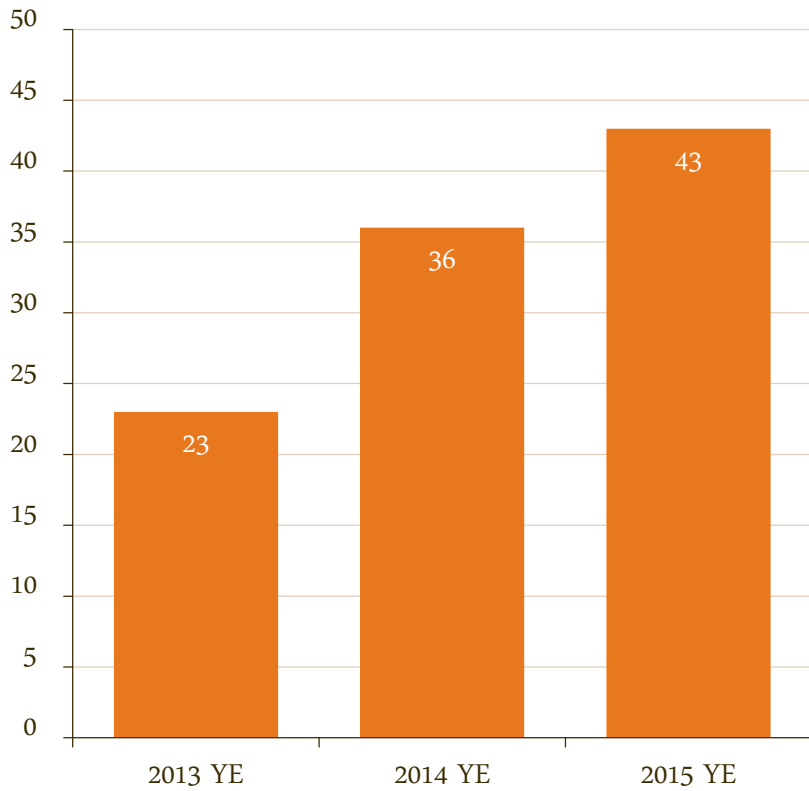
- Attracting sporting events and competitions to the community
- Providing service and support to existing and repeat events
- Providing comprehensive information to visitors to the area and prospective visitors

In addition, MASC is committed to giving back to our communities by supporting youth sports engagement through the MASC Youth Grant program

ALL SPORTS CONFIRMED EVENTS

& DIRECT SPENDING – January -December 2015

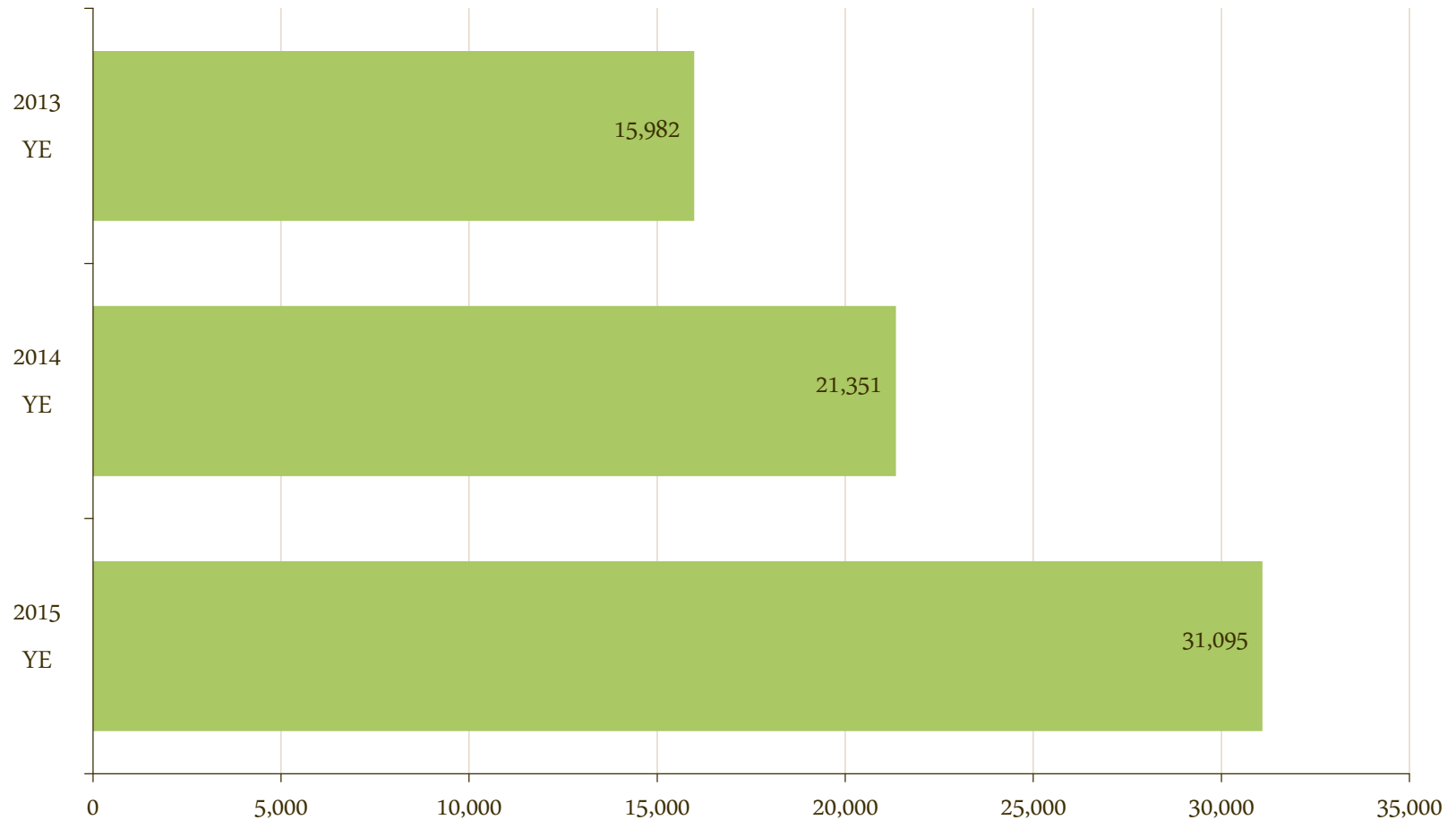
Number of MASC
Confirmed Events



Direct Spending for
Sports Confirmed Events



TOTAL CONFIRMED EVENT ROOM NIGHTS FOR SPORTS – January – December 2015



These figures do not include non-MASC events to which we provide services such as WIAA.

SPORTS MARKETING & SALES HIGHLIGHTS 2015

MARKETING HIGHLIGHTS

- Video Production (set to debut video in early 2016)
- Morning Sports Report
- MASC 5 Year Anniversary
- Event Marketing Support
 - USA Climbing
 - US Speedskating
 - USA Wrestling
 - North American Unicycling
 - IGLFA
 - IRONMAN
 - WIAA, incl. 100th Anniv.
 - Madison Marathon

SALES HIGHLIGHTS

- MASC team attended Connect Marketplace in Pittsburgh, PA; NASC in Milwaukee and S.P.O.R.T.S. in Shreveport, LA
- MASC attended Sports WI sales trip to Indianapolis

MASC SPORTS PRODUCT DEVELOPMENT COMMITTEE

The Sports Product Development Committee, comprised of Board members and volunteer leaders, is chaired by Rob Crain, Manager, Economic Development and Account Management – Alliant Energy.

The purpose of this committee is to:

- Influence and advocate for infrastructure and facilities development
- Provide relevant input and information to community organizations, leaders and elected officials about the impact of sports tourism industry on product development issues, projects or decisions.
- Establish and develop relationships and rapport with elected officials and community leaders who are interested in developing sports venues.

MASC YOUTH GRANT

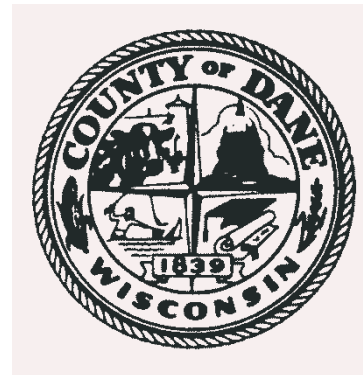
The MASC Youth Grant Program is designed to get kids into sports that meet their interests and abilities. It's focus is on Dane County residents under 17 with an emphasis on disadvantaged youth. The youth grant program is primarily funded through the Ironman Foundation.

Past award winners include:

- Camp Randall Rowing Club
- Goodmand Community Center
- Lussier Community Center
- Glide Disc Golf
- Allied Running Club
- Boys and Girls Club
- and more...

2015 INVESTORS

MASC investment support is provided by these supporters:





THANK YOU



MADISON AREA
SPORTS
COMMISSION