



DESTINATION MADISON UPDATE

Monona Terrace Board of Directors
Thursday, October 19, 2023

ORGANIZATIONAL UPDATE

DESTINATION MADISON – 2024 PLANNING

- Year Two of three-year strategic plan
 - Strategic Pillars
 - Grow Brand Awareness & Visitor Conversion
 - Direct Room Night Growth
 - Strengthen Community Partnerships & Advocacy
 - Support Regional Development
 - 2024 Initiatives
 - Sustainability (continuation)
 - LGBTQ+
- Big Ten football schedule

CONVENTION & SPORTS SALES

Convention Sales

Pending/Recently Confirmed business to close

- American Association of State Highway and Transportation, April 2024 - \$24,915
- American Meat Science Association, June 2027 - \$30,275
- Association of University Technology Managers, July 2025 - \$14,359
- Health Physics Society, July 2025 - \$65,718
- Kidz in Motion, Inc., August 2025 - \$21,197
- Wisconsin Credit Union League, May 2026 - \$38,773
- Wisconsin Music Educators Association, October 2029 - \$38,815

Potential Revenue for Monona Terrace = \$234,052

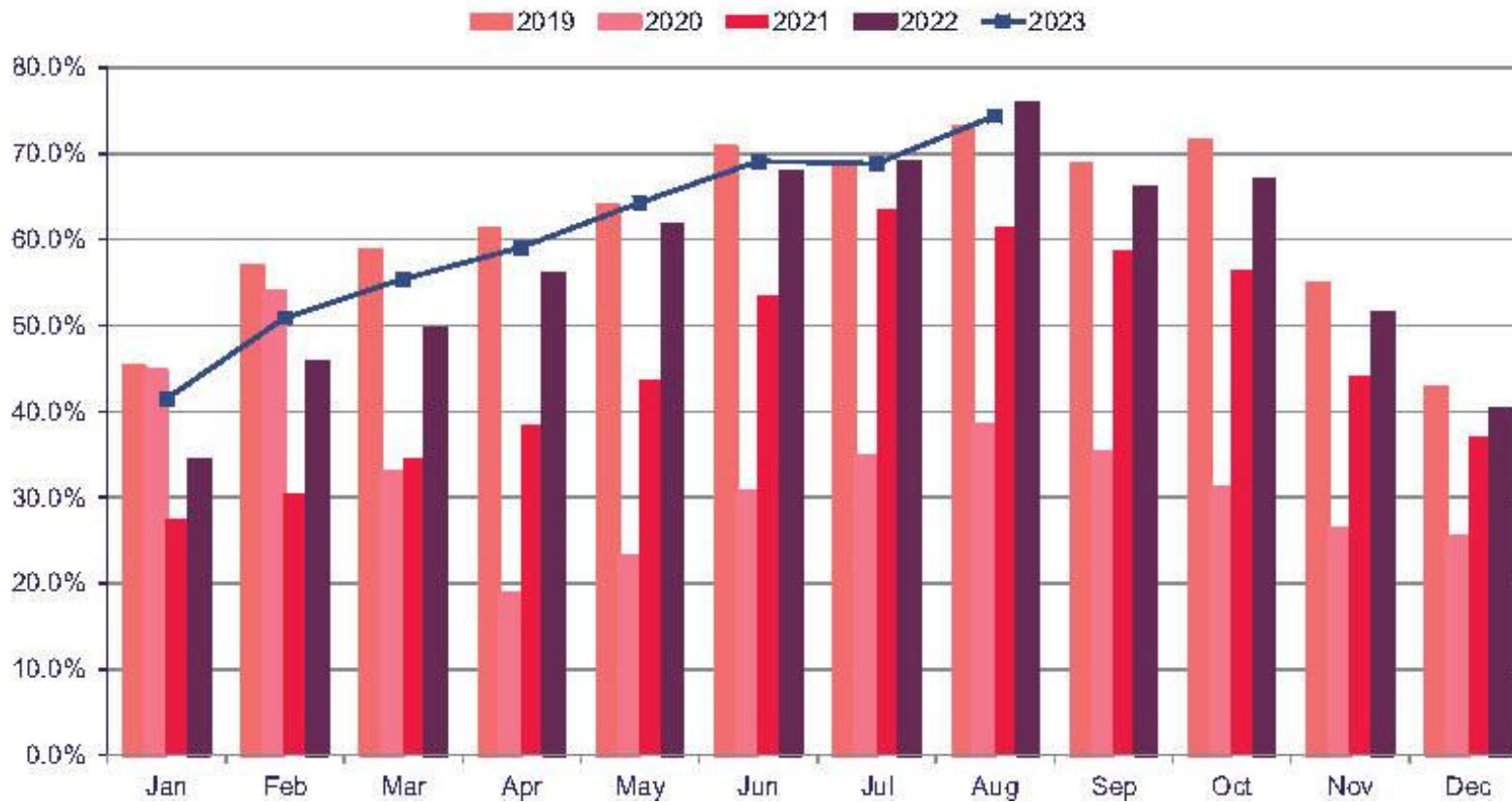
Convention Sales

- 540 P1/P2/P3 qualified prospects added/30 DEI P1/P2
- Site Visits
 - International Institute of Municipal Clerks
- Tradeshow activity
 - Dine with Destinations
 - Sept/Oct in Milwaukee, WI and Kansas City, KC
 - IMEX
 - October in Las Vegas, NV
 - Connect DC
 - December in the District
 - Holiday Showcase
 - December in Chicago

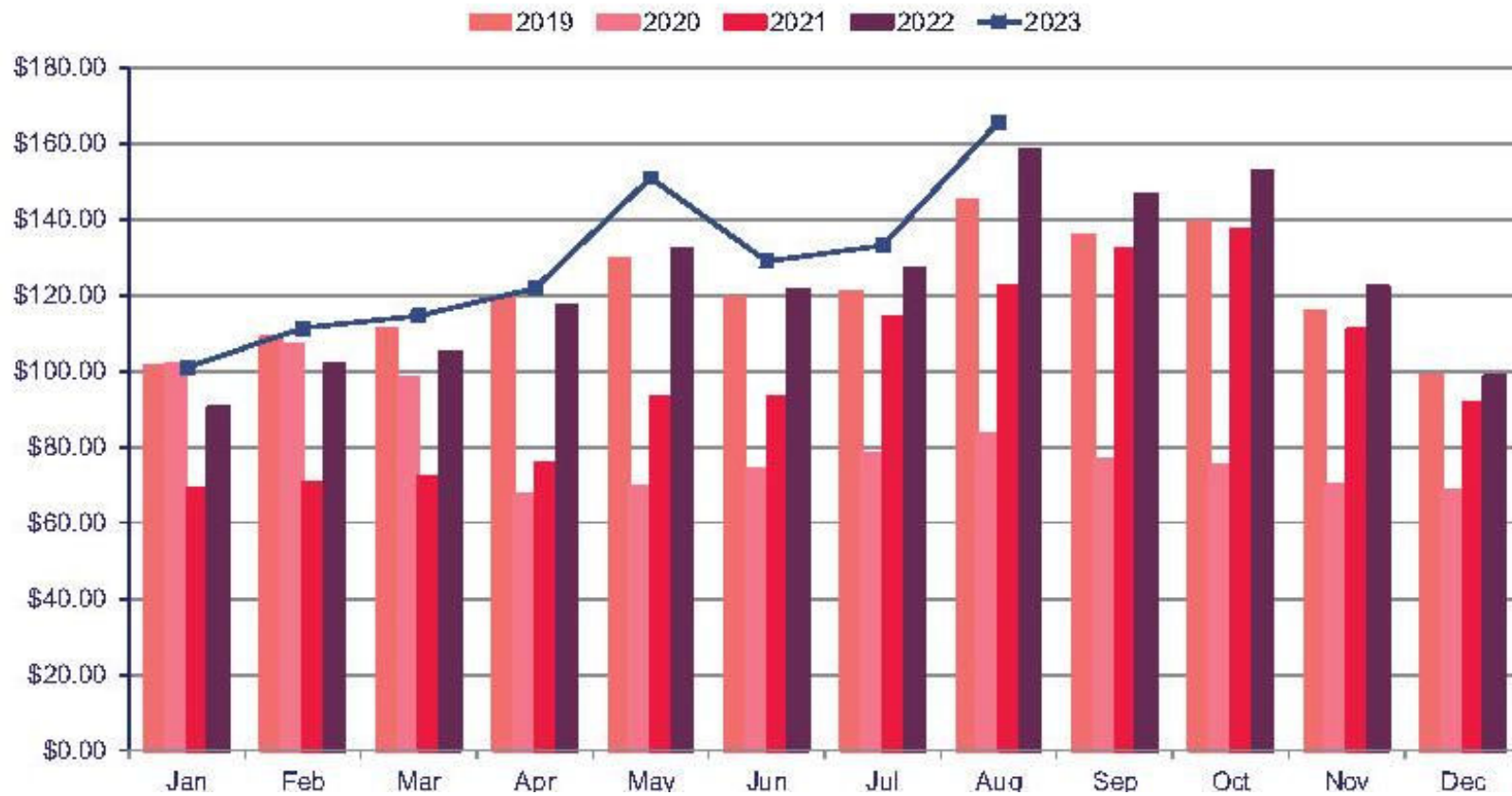
Sports Sales

- TEAMS
 - October in Palm Springs, CA
- Site Visit – USA Ultimate
- Youth Sports Grant update

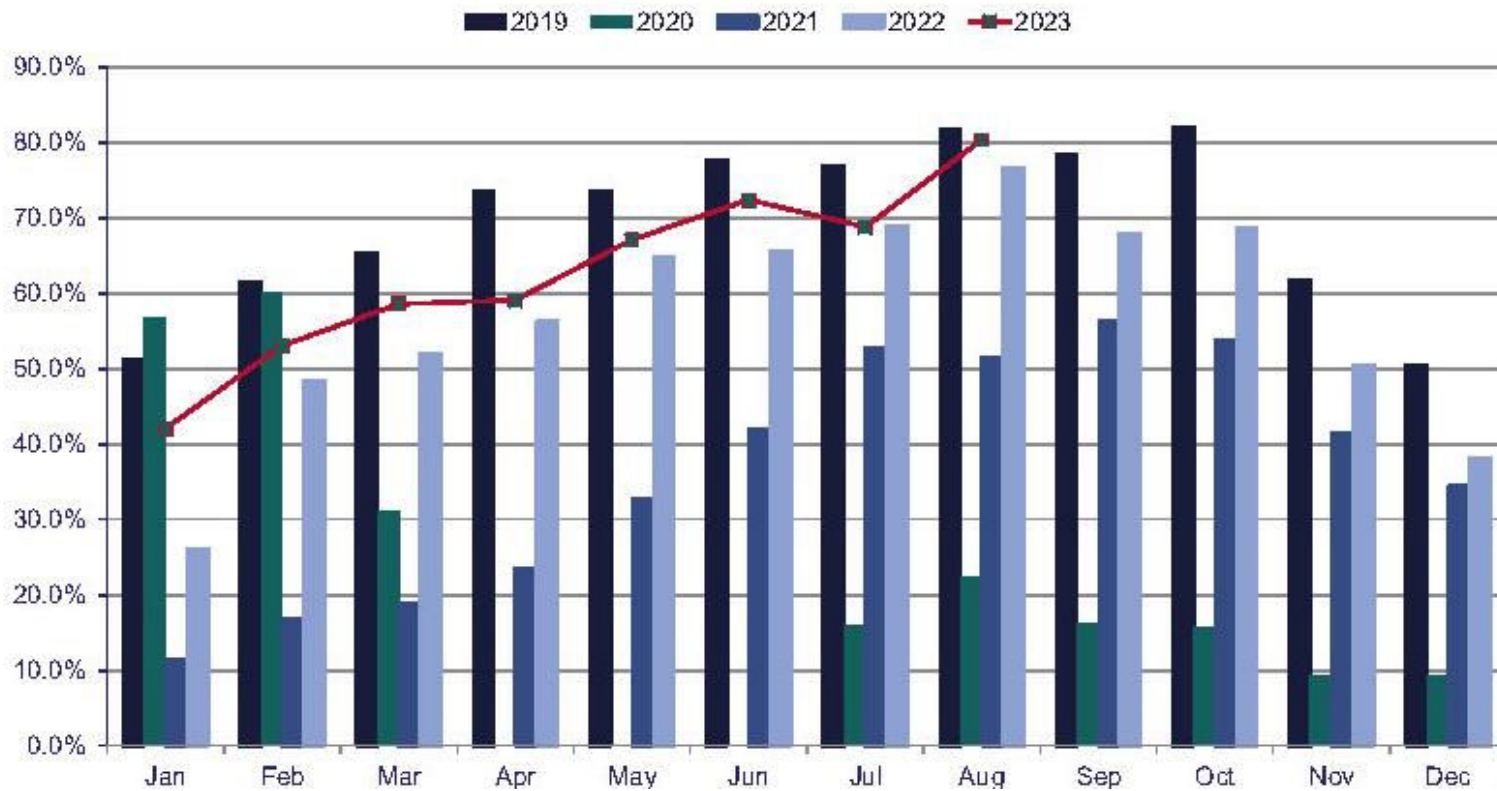
Hotel Occupancy



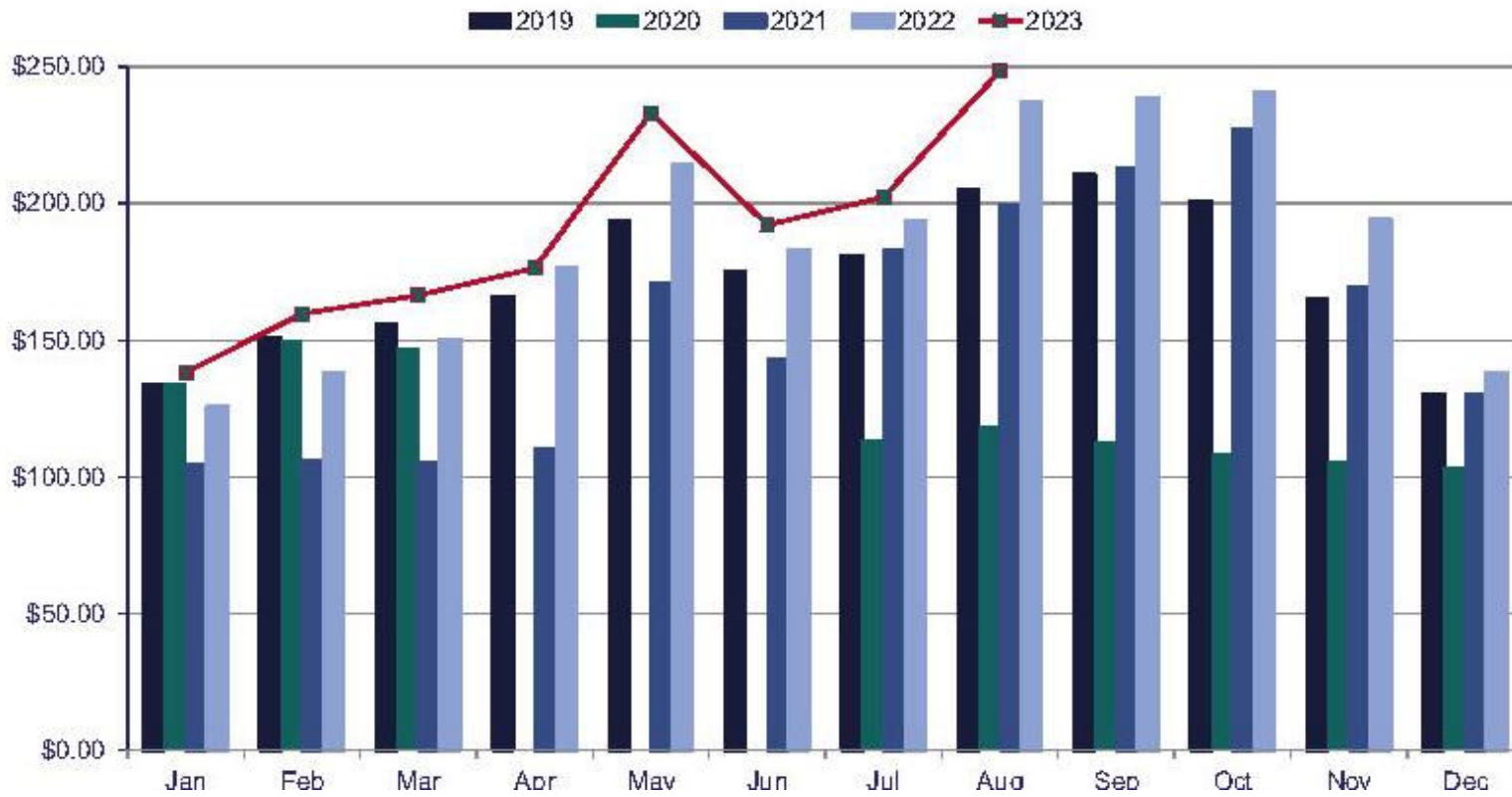
Hotel ADR



Madison Downtown Hotel Occupancy



Madison Downtown Hotel ADR

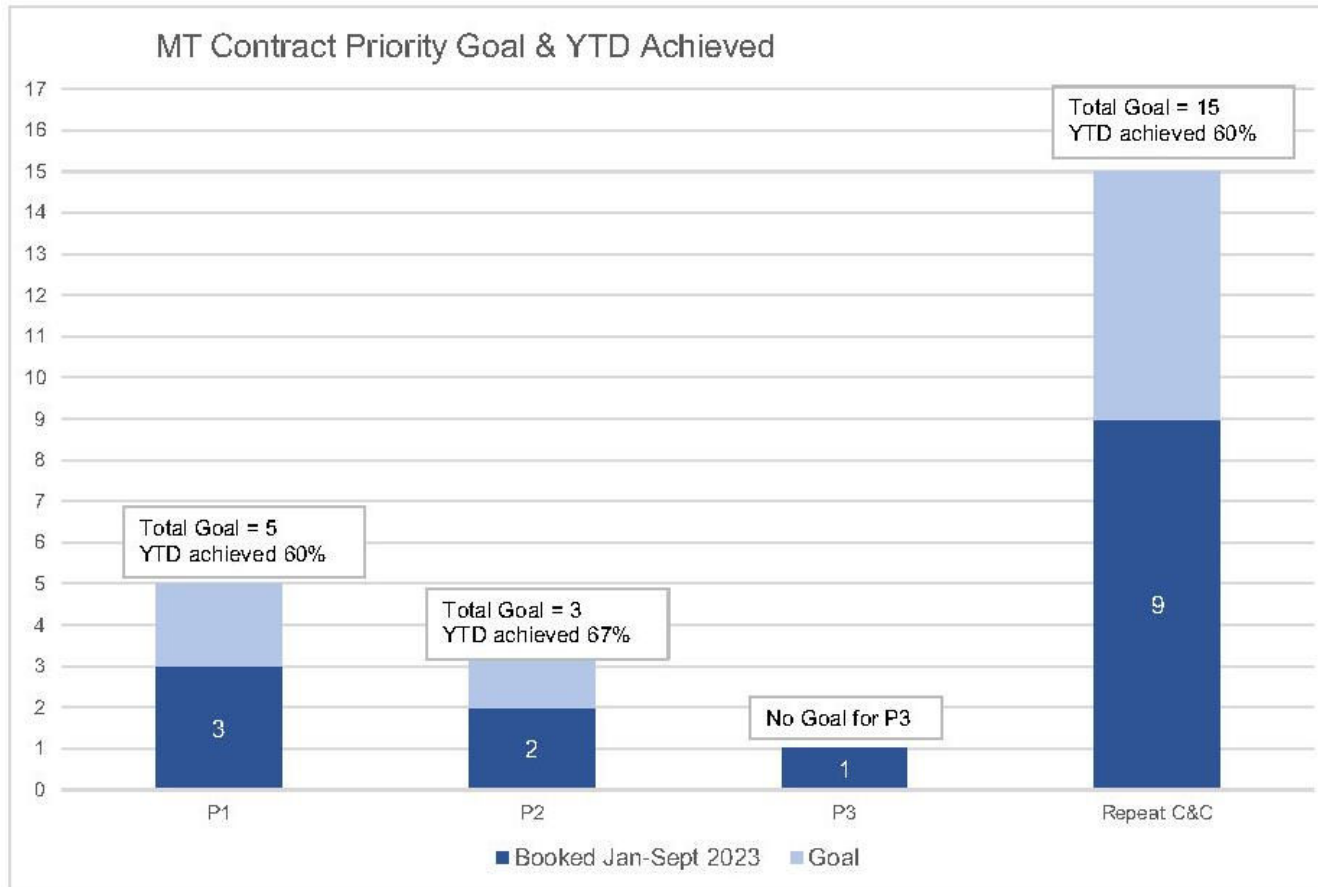


THANK YOU!

destination
madison

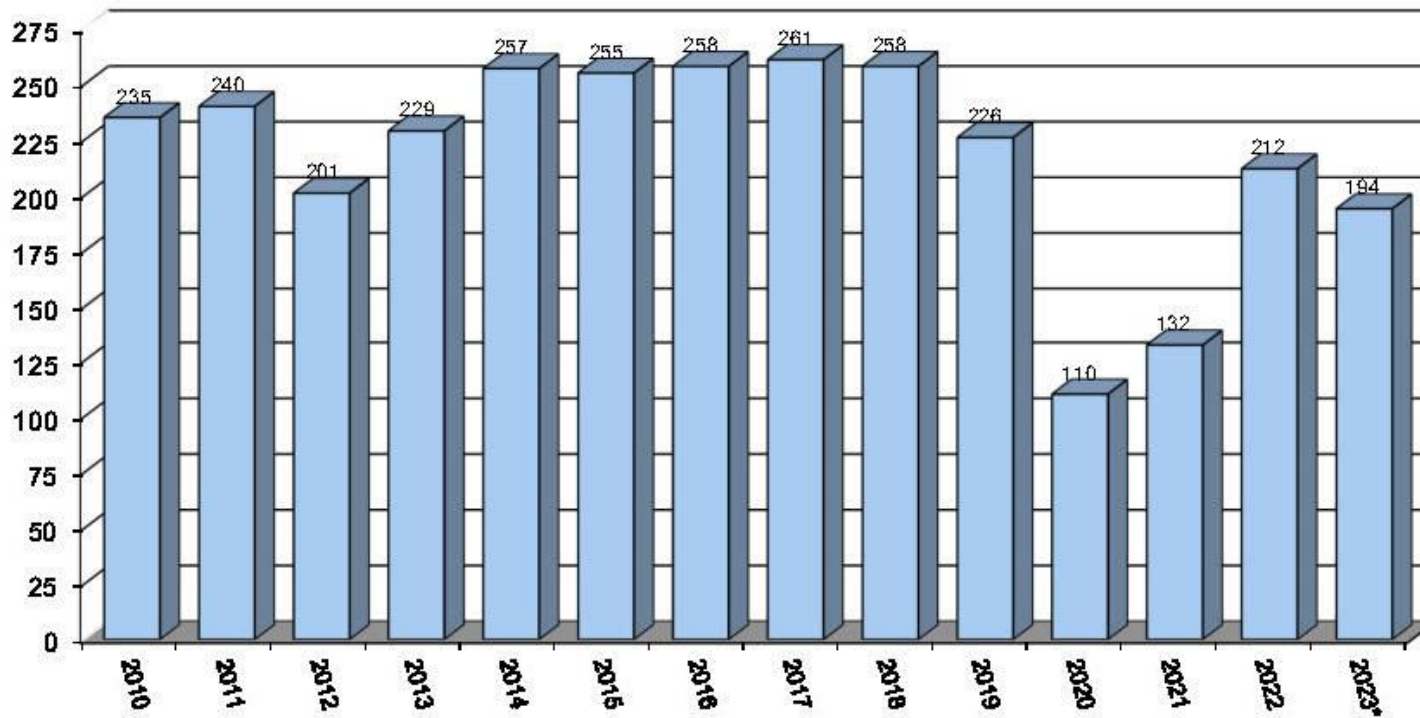
APPENDIX

Priority Prospects Booked Jan-Sep 2023



Sales Activities

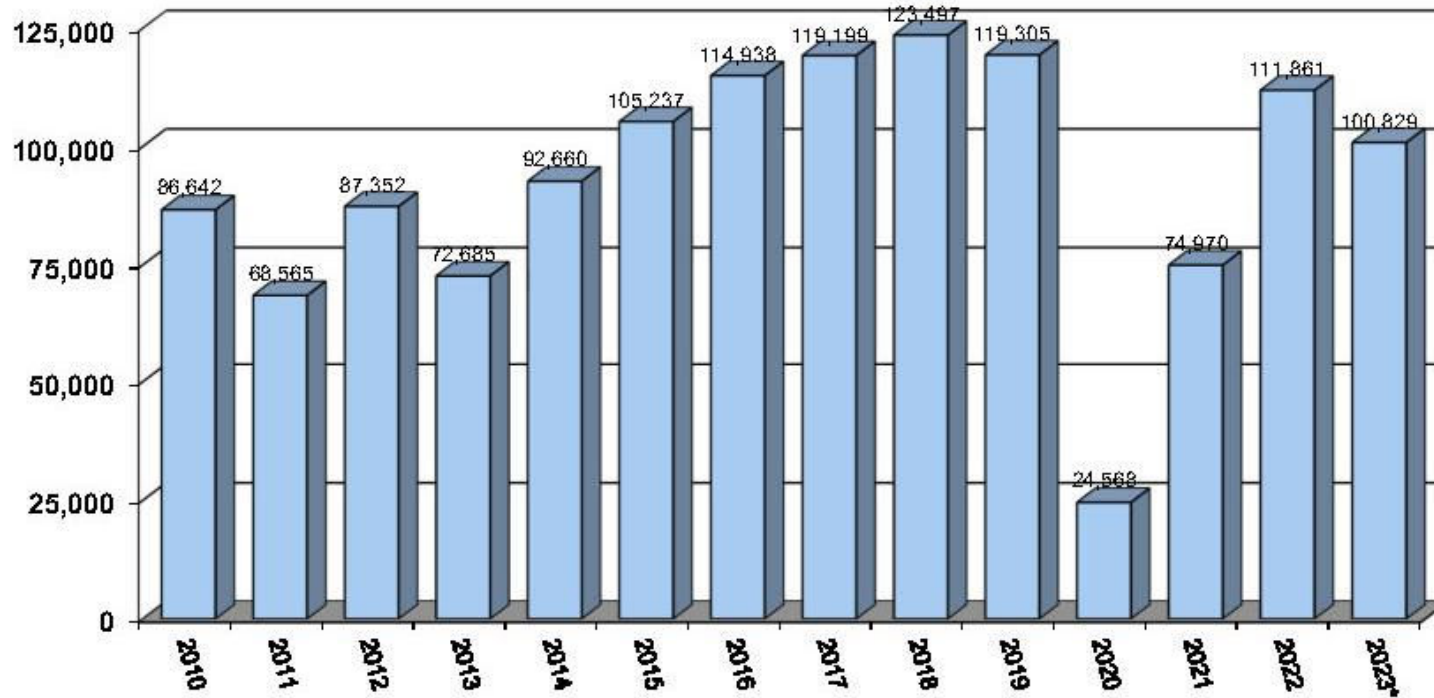
Destination Madison Sales & MASC Sales
Leads per Year



* Year to Date

Sales Activities

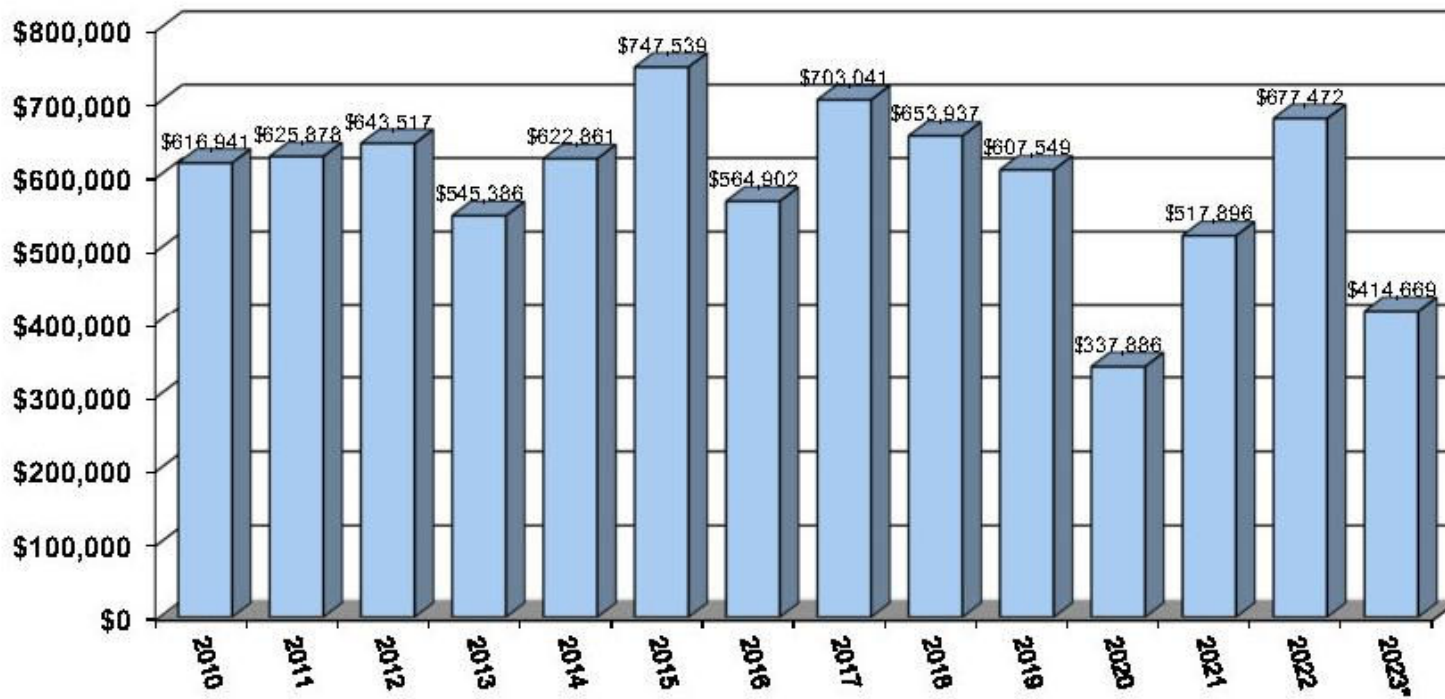
Destination Madison Sales & MASC Sales
Confirmed Event Room Nights per Year



* Year to Date

Sales Activities

Destination Madison Sales & MASC Sales
Monona Terrace Contract Revenue per Year



* Year to Date

2023 Confirmed Events

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
Upledger Institute	Health Care Seminar Jan 2023	44	\$19,402	1/4/2023	75	Madison Concourse
Madison Aquatic Club	2023 MAC Midwest Invitational	2,000	\$495,300	1/5/2023	230	UW Nic
MYHockey	2023 MYHockey MidWinter Classic	500	\$257,277	1/14/2023	980	Sun Prairie Ice
Wisconsin State Bowling Association	2023 State Open Championship	9,000	\$5,235,418	1/20/2023	3,520	Bowling Centers
Confederation of Independent Football Associations	2023 Annual General Meeting	40	\$18,949	1/27/2023	80	Madison Concourse
Central Cross Country Ski Association	2023 Wis Nordic Ski League Sprint Championships	400	\$78,927	2/3/2023	120	CXC Middleton
Wisconsin Library Association	WLA Library Legislative Day 2023	200	\$20,443	2/6/2023	25	Madison Concourse
MYHockey	2023 MYHockey Presidents Cup	500	\$259,857	2/18/2023	880	Sun Prairie Ice
Wisconsin Interscholastic Athletic Association	2023 WIAA Individual Wrestling Athlete Rooms	1,200	\$499,427	2/23/2023	510	UW Kohl Center
Gymfinity Children's Activity Center	2023 Dairy Aire Gymnastics Invitational	4,000	\$165,022	2/24/2023	100	Monona Terrace
Wisconsin Emergency Management	2023 Governor's Conf on EM & Homeland Security	575	\$268,463	2/26/2023	560	Madison Marriott
Wisconsin Society of Association Executives	2023 WSAE Roadshow	75	\$13,971	3/1/2023	8	DoubleTree East
Wisconsin Interscholastic Athletic Association	2023 WIAA Boys and Girls State Hockey Team Rooms	400	\$169,149	3/1/2023	330	Capitol Ice Arena
Wisconsin Society of Science Teachers	WSST 2023 Conference	500	\$284,122	3/8/2023	295	Monona Terrace
State Basketball Championships	2023 Wisconsin Middle School State Championship	3,125	\$808,285	3/9/2023	675	UW Nic
American Society of Animal Science	Midwest Section Annual Meeting 2023	1,200	\$699,681	3/11/2023	1,100	Monona Terrace
Wisconsin Interscholastic Athletic Association	2023 WIAA Boys State Basketball Team Rooms	350	\$208,742	3/15/2023	795	UW Kohl Center



2023 Confirmed Events

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
USA Gymnastics	2023 XCEL State Championships	2,000	\$445,046	3/30/2023	450	Verona H.S.
Version1	Minnesota Røkk Home Series - Madison	1,000	\$117,325	3/31/2023	200	Orpheum
Wisconsin Cheese Makers Association	CheeseCon 2023	1,500	\$539,344	4/3/2023	1,565	Alliant Energy Center
Wisconsin Park and Recreation Association	Financial Sustainability Certification Program	50	\$38,388	4/12/2023	100	Warner Park
Wisconsin Medical Society	2023 Annual Convention	300	\$110,194	4/13/2023	180	Monona Terrace
Pharmacy Society of Wisconsin	2023 Educational Conference	400	\$124,154	4/17/2023	190	Monona Terrace
Wisconsin Nurses Association	2023 Annual Pharmacology & Clinical Update	520	\$321,318	4/19/2023	171	Monona Terrace
Wisconsin Indian Education Association	2023 WIEA Annual Conference	250	\$60,869	4/19/2023	225	DoubleTree East
SkillsUSA Wisconsin Association	State Leadership and Skills Conference 2023	2,300	\$711,007	4/24/2023	500	Alliant Energy Center
National Hydropower Association	NHA 2023 Midwest Regional Meeting	200	\$69,240	4/24/2023	111	Madison Marriott
Wisconsin Holstein Association	2023 Wisconsin Dairy Showcase	500	\$158,148	4/26/2023	225	Alliant Energy Center
Madison United Rugby	2023 Great Lakes Girls High School Rugby Tournament	500	\$73,913	4/27/2023	180	Wis Rugby Complex
League One Volleyball	Madtown Volleyball Fest	3,000	\$910,868	4/28/2023	646	Alliant Energy Center
Spiritual Directors International	2023 SDI Annual Conference	400	\$334,206	5/2/2023	544	Monona Terrace
Madison Minotaurs Rugby Football Club	2023 Madtown Scrumdown	150	\$42,310	5/5/2023	50	Wis Rugby Complex
Epic	2023 XGM - Week 1	4,700	\$4,912,416	5/6/2023	11,563	Epic Conf Center
Access to Independence	Access to Independence Meeting	25	\$16,373	5/8/2023	46	Hilton Grdn Sun Prairie



2023 Confirmed Events

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
Madison Area Youth Soccer Association	2023 MAYSА Cup	3,000	\$425,063	5/12/2023	250	Reddan
Epic	2023 XGM - Week 2	4,700	\$4,912,416	5/13/2023	11,991	Epic Conf Center
Greg Reinhard Baseball Academy	2023 Midwest Elite (13U-14U)	1,000	\$267,130	5/19/2023	300	Deforest Sports Cmplx
Madison United Rugby	2023 Girls High School Rugby National Championships	500	\$112,359	5/19/2023	178	Wis Rugby Complex
Wisconsin Public Health Association	2023 Annual Public Health Conference	475	\$199,640	5/22/2023	405	Madison Marriott
Endurance Marketing Inc.	2023 Run Madtown	2,500	\$281,120	5/25/2023	108	Race Course
Greg Reinhard Baseball Academy	2023 Midwest Elite (9U-12U)	1,000	\$267,130	5/26/2023	300	Deforest Sports Cmplx
Symposium on Research in Child Language Disorders	44th Annual Conference - 2023	300	\$136,827	5/31/2023	455	Monona Terrace
National Association of County Veterans Service Officers	NACVSO Training Conference 2023	500	\$875,140	6/1/2023	2,292	Monona Terrace
National Association of County Veterans Service Officers	NACVSO Training Conference 2023 - WI Chapter Room Block	0	\$107,847	6/1/2023	515	Monona Terrace
Badger Aquatic Club	2023 Jack Pettinger Invite	1,000	\$382,233	6/1/2023	300	UW Nic
Madison Area Youth Soccer Association	2023 Reddan Thunder Invitational	3,000	\$413,715	6/2/2023	250	Reddan
Greg Reinhard Baseball Academy	2023 June Classic	1,000	\$258,063	6/2/2023	300	Deforest Sports Cmplx
National Council on Teacher Retirement	2023 NCTR Administrative Assistants & Directors Meeting	35	\$55,474	6/4/2023	184	Park Hotel
World-class Instructional Design & Assessment	2023 WIDA Board Meeting	125	\$71,788	6/5/2023	265	Madison Concourse
Credit Union National Association	AACUL League President Fly-In Meeting	32	\$24,853	6/5/2023	57	SpringHill Suites
Epic	Epic Connect Collab 2023	400	\$278,823	6/5/2023	800	Epic Conf Center



2023 Confirmed Events

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
USA Diving	2023 Zone D Championships	400	\$211,059	6/6/2023	330	UW Nic
Disabled American Veterans	DAV Department of Wisconsin 2023 State Convention	160	\$92,256	6/7/2023	325	DoubleTree DT
North American Singers Association	2023 Saengerfest	800	\$551,204	6/7/2023	690	Masonic Center
ABS Global	ABS Global Experience 2023 Room Block	200	\$89,312	6/7/2023	380	Holiday Inn Amer Cntr
Wisconsin Interscholastic Athletic Association	2023 WIAA State Softball Championships Team Rooms	600	\$232,643	6/7/2023	430	UW Goodman Fld
Wisconsin Association of FFA	Annual State Convention 2023	3,000	\$1,207,561	6/12/2023	1,770	Alliant Energy Center
National Association of State Budget Officers	2023 NASBO Analyst Professional Development Seminar	100	\$73,474	6/13/2023	215	Madison Concourse
Dairyland Sports	2023 Dairyland Games	100	\$29,925	6/15/2023	75	Verona High School
Race Day Events LLC	2023 Wisconsin Milkman Triathlon	1,200	\$204,387	6/16/2023	300	Triathlon Course
Public Relations Society of America	2023 PRSA Travel & Tourism Conference	450	\$379,648	6/19/2023	1,120	Monona Terrace
NACADA National Academic Advising Association	2023 June Institute	170	\$209,728	6/23/2023	727	Madison Concourse
Randy's Adventures	June 2023 Group Trip	40	\$18,337	6/23/2023	54	Other
International Society for Heart Research	ISHR North American Section Meeting 2023	250	\$254,118	6/25/2023	720	Monona Terrace
All-American Junior Sheep Show	2023 All-American Junior Sheep Show	1,000	\$481,937	6/27/2023	875	Alliant Energy Center
Cedar Falls Historical Society	History First Tours	30	\$14,077	6/27/2023	28	Days Inn SE
Madison Aquatic Club	2023 Summer Challenge	1,200	\$296,079	6/29/2023	230	UW Nic
Greg Reinhard Baseball Academy	2023 July Classic	1,000	\$362,366	6/30/2023	300	Deforest Sports Cmplx
American Hereford Association	2023 Junior National Hereford Expo	1,200	\$1,570,011	7/4/2023	3,581	Alliant Energy Center



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Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
Friendly Tours and Travel	Friendly Tours - Motorcoach 2023	25	\$6,609	7/8/2023	25	Courtyard Middleton
Solution Tree	2023 PLC Institute	1,500	\$708,555	7/10/2023	740	Monona Terrace
Greg Reinhard Baseball Academy	2023 Old School Elite Double Elimination	1,000	\$367,032	7/14/2023	300	Deforest Complex
Wisconsin Smash, LLC	Invincible VII	400	\$66,717	7/14/2023	25	UW-Madison
American Meteorological Society	32nd Conf on WAF/28th Conf on NWP/20th Meso	500	\$695,155	7/15/2023	1,340	Monona Terrace
Lacrosse America	2023 Lacrosse America Madison Capital Classic	1,500	\$474,447	7/21/2023	814	Reddan
Alliance of Crop, Soil, and Environmental Science Societies	ASA-CSSA-SSSA-ASF Strategic Planning	60	\$62,779	7/24/2023	186	Park Hotel
Radiological Society of North America	2023 Annual Executive Retreat	34	\$21,205	7/25/2023	64	Edgewater
Madison Mini-Marathon L.L.C.	2023 Madison Mini-Marathon	11,800	\$969,147	7/27/2023	355	Marathon Course
CrossFit, Inc.	2023 CrossFit Games	35,000	\$8,665,019	7/28/2023	15,671	Alliant Energy Center
Amer Assoc of State Hwy & Transportation Officials	2023 RADBUG - ROOM BLOCK ONLY	30	\$53,912	8/6/2023	150	Madison Concourse
Madison United Rugby	2023 USA Club Rugby National 7's Championship	700	\$362,101	8/10/2023	820	Wis Rugby Complex
Amcor	Amcor August 2023	100	\$76,425	8/13/2023	222	Edgewater
Federation of Tax Administrators	Mid States Assoc of Tax Administrators 2023 Meeting	200	\$185,071	8/13/2023	453	Monona Terrace
LeMans Corporation	Parts Unlimited & Drag Specialties NVP Product Expo	1,000	\$781,474	8/15/2023	937	Monona Terrace



2023 Confirmed Events

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
Epic	2023 Users' Group Meeting (UGM)	7,500	\$8,229,016	8/19/2023	16,491	Epic
JBS International, Inc.	JBS NYDT Review	20	\$32,713	8/20/2023	90	Baymont
Wisconsin Holstein Association	2023 Wisconsin Summer Championship Show	500	\$229,349	8/21/2023	300	Alliant Energy Center
The Mission Productions, LP	Top Chef: Madison Filming Room Block	160	\$309,790	8/21/2023	783	Park Hotel
International Association of Wildland Fire	2023 NE-MW Regional Prescribed Fire Science	300	\$400,055	8/27/2023	1,025	Madison Concourse
Amer Assoc of State Hwy & Transportation Officials	AASHTOWare Pavement User Group	80	\$73,626	9/5/2023	210	Madison Concourse
World Triathlon Corporation	IRONMAN Wisconsin and IM WI 70.3 2023	14,800	\$2,696,611	9/5/2023	3,899	Monona Terrace
National Class E-Scow Association	100th Anniversary National Championships	500	\$259,095	9/7/2023	600	Madison Park - Other
Madison Area Youth Soccer Association	2023 Madison 56er's Fall Tournament	3,000	\$470,523	9/8/2023	250	Reddan Soccer Park
Wis Section of the American Water Works Assoc	Annual Meeting & Water Utility Expo 2023	500	\$342,131	9/11/2023	264	Monona Terrace
Columbia Chamber of Commerce	Columbia Chamber of Commerce Trip	85	\$58,427	9/18/2023	172	Hilton Garden DT
Wisconsin Association of Health Plans	2023 Annual Meeting & Golf Challenge	125	\$47,011	9/20/2023	58	Park Hotel
American Assoc of Motor Vehicle Administrators	2023 Annual International Conference	800	\$1,015,294	9/21/2023	2,388	Monona Terrace
Madison Area Youth Soccer Association	2023 Reddan Toe Bash	3,000	\$470,523	9/22/2023	250	Reddan Soccer Park
Nlets	Finance and Management Meeting	25	\$25,110	9/26/2023	75	Hotel Indigo
Natl Assoc of Motor Vehicle Boards and Commissions	2023 NAMVBC Annual Meeting	125	\$110,874	9/26/2023	285	Park Hotel
UW-Madison PLACE	Intercollegiate Glass Symposium	100	\$99,651	10/5/2023	280	Baymont



2023 Confirmed Events

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
Algae Biomass Organization	Algae Biomass Summit 2023	450	\$442,715	10/7/2023	804	Hilton Madison
Alliance Fastpitch	2023 DeForest Fall Softball Showcase	400	\$67,642	10/13/2023	75	Deforest Complex
Wis Healthcare Public Relations & Marketing Society	WHPRMS 2023 Annual Conference	100	\$49,227	10/15/2023	65	Madison Concourse
State Farm Insurance	Fall All Agent Meeting	230	\$153,612	10/17/2023	260	Edgewater
Gamehole Con	Gamehole Con 2023 Room Block	3,000	\$946,984	10/18/2023	1,793	Alliant Energy Center
Shive-Hattery	Structural Swarm	60	\$30,121	10/18/2023	69	Park Hotel
Madison Area Youth Soccer Association	2023 Reddan Ice Age Classic	3,000	\$477,632	10/20/2023	250	Reddan
Wisconsin Library Association	2023 WLA Annual Conference	400	\$225,619	10/23/2023	534	Marriott West
Wisconsin Music Educators Association	Wisconsin State Music Conference 2023	3,800	\$861,036	10/24/2023	396	Monona Terrace
Wis Housing and Economic Development Authority	WHEDA Conference 2023	600	\$198,728	11/5/2023	400	Monona Terrace
Madison Festivals Inc	2023 Madison Marathon	8,000	\$555,971	11/10/2023	640	Monona Terrace
Nerd Rage Gaming	Magic: The Gathering Event	300	\$29,602	11/24/2023	58	Marriott West
UW Saddle & Sirloin	2023 Badger Brawl	500	\$171,934	11/29/2023	483	Alliant Energy Center
Mad City Wheelchair Sports	2023 MadCity Invitational	200	\$43,662	12/15/2023	70	Verona High School

Confirmed Events to occur in 2023 = 115

179,880

\$66,455,223

113,748

as of 10/9/23



5-Year Pace

for Period ending September 30, 2023
report date 10/4/23

Report: Simple Pace

Annual Pace	2023	2024	2025	2026	2027	Total
Consumption (Definite Room Nights)						
Definite Room Nights	112,064	35,477	6,224	7,725	4,247	165,737
Target	97,063	32,941	11,509	6,165	3,562	151,240
Variance	15,001	2,536	-5,285	1,560	685	14,497
Historical Avg	97,494	97,494	97,494	97,494	97,494	487,470
Events	108	41	8	5	5	167
Pace Percentage	115.46%	107.70%	54.08%	125.31%	119.24%	110%
Demand						
Total RNs	206,009	168,128	72,508	44,716	19,300	510,661
Target	185,530	157,080	109,105	60,622	31,029	543,366
Variance	20,479	11,048	-36,597	-15,906	-11,729	-32,705
Historical Avg	186,598	186,598	186,598	186,598	186,598	932,990
Conversion Percentage	55.82%	24.73%	14.88%	30.66%	59.51%	39.61%
Historical Avg	45	45	45	45	45	45
Tentative Room Nights	5,267	24,651	30,681	19,519	12,163	92,281

