

**ANNUAL PERFORMANCE CONTRACT BY AND BETWEEN THE CITY OF
MADISON AND THE MADISON AREA SPORTS COMMISSION, INC.**

This Annual Performance Agreement (this "Agreement") is entered into as of this _____ day of _____, 2015, by and between the CITY OF MADISON, a municipal corporation (the "City") and the MADISON AREA SPORTS COMMISSION, INC., a Wisconsin non-profit corporation ("MASC").

WITNESSETH:

WHEREAS, this Annual Performance Contract (this "Contract") is effective as of the 1st day of January, 2015 (the "Effective Date") by and between Madison Area Sports Commission, Inc., a 501 (C) 3 Wisconsin non-stock corporation (the "Sports Commission"), and the City of Madison, a municipal corporation (the "City of Madison").

RECITALS

WHEREAS, it is recognized and has been shown that sports tourism and sports events are growing and becoming a vital part of the economy of the metropolitan area providing not only employment opportunities for the citizens of the municipalities, but also participation opportunities for local citizens, promotional exposure for the region and substantial business activity which generates additional tax revenue for Dane County and its municipalities; and

WHEREAS, the expenditure of a portion of the room tax receipts generated by attendees of sports events can inure to the benefit of the public, is an appropriate use of this tax and is a prudent expenditure to carry out public and municipal purposes of further promoting communities and businesses and attracting more events of the same type, which will enhance the local and regional economy; and

WHEREAS, the sporting event industry is composed of many diverse elements, can be local or metropolitan in character;

WHEREAS, it is prudent, in order to achieve maximum results from a regional sports commission, to coordinate and cooperate with Dane County and other municipalities in providing funding for the Sports Commission, for the purpose of serving as the region's sports commission by promoting and soliciting the state, regional, and national sports and sports event markets in order to expand the metropolitan area's share of destination sports events;

NOW THEREFORE, in consideration of the mutual promises made herein, the receipt and sufficiency of which are hereby acknowledged, it is hereby agreed as follows:

Section 1. Grant Payments: Subject to appropriation by the Common Council the City of Madison will pay to the Sports Commission One Hundred Thousand Dollars (\$100,000) of the aggregate of all room tax receipts which the City of Madison collects pursuant to Wisconsin Statutes § 66.0615. The Grant shall be disbursed to the Sports Commission in two equal payments of \$50,000 on April 1, 2015 and September 1, 2015;

Section 2. If circumstances beyond the control of the parties hereto are cause to sufficiently change the payment to the Sports Commission, so as to adversely effect the aforesaid purposes of this Agreement, the parties hereto agree to discuss modifications of the above stated payment schedule.

Section 3. The property, monies, business and affairs of the Sports Commission shall be governed by the Articles of Incorporation and Bylaws of the Sports Commission

Section 4. The expenditures of monies by the Sports Commission shall be in accordance with budgets and operating plans adopted by the Sports Commission Board of Directors, for the purpose of performing services which are directly related to the solicitation, promotion, and expansion of Sports Tourism for the benefit of the City of Madison, Dane County and the metropolitan area. Relevant to this agreement the Sports Commission will provide the following services:

- Promote Madison for sporting events and competitions
- Encourage constant improvement of Madison's sports tourism industry and infrastructure
- Assist and inform individuals who visit Madison to participate in or spectate sports events and competitions
- Promote use of City facilities for sporting events: Monona Terrace, City of Madison Parks & Recreation
- Promote lodging properties in Madison to support room tax generation
- Provide event support services to Sports Commission clients as negotiated.

The Sports Commission will make no change in the services provided without prior written approval by the City.

Section 5. The Sports Commission agrees to furnish the City of Madison with semi-annual and annual financial reports and annual audited financial statements. At least annually the Sports Commission will provide a report of results and activities to the designated Contract Administrator and to the City of Madison Parks Superintendent. The timing and content of the report shall be agreed upon by the Sports Commission and the Contract Administrator.

The MASC also agrees to submit any other records or reports requested by the Contract Administrator which are relevant to the services provided. Except for regularly scheduled financial and service reports, requested reports and documents shall be provided within two weeks after MASC receives the City's written requests, unless the parties agree in writing to a longer period. The Contract Administrator has the right to request information as it pertains to the above scope of services and is not deemed by MASC to be proprietary, competitively or industry sensitive. MASC has the right to determine how that information is distributed.

Section 6. Financial Recording, Control and Record Retention. All funds received by the Sports Commission from the City must be deposited intact in a financial institution account. Where funds from more than one source are deposited into the same account, sufficient supporting documentation must be maintained so as to account for those funds by source.

All expenditures made by the Sports Commission with City funds must be documented. Expenditures must be made by check or credit card unless specifically exempted by the City. The individual who signs checks should be someone other than the person authorizing the payment. If expenditure decisions are made by an executive board or committee,

written minutes must be maintained.

On or before a date specified annually by the City, the Sports Commission shall submit to the City an annual budget (the "Annual Budget") pursuant to the applicable Scope of Services and Program Goals. The Sports Commission agrees that no City funds received pursuant to this Agreement will be expended in any manner which violates this Agreement and that it will not perform any services using City funds other than those specified herein.

In addition to maintaining an accurate and well documented financial institution account, bookkeeping records must be maintained. The Sports Commission shall ensure that any subcontractors engaged by the Sports Commission to perform or furnish services or programs hereunder must maintain expenditure records in accordance with this Agreement.

Financial records, supporting documents, statistical records, service records and all other records pertinent to the services purchased pursuant to this Agreement shall be retained by the Sports Commission until December 31, 2022, except that records that are the subject of audit findings shall be retained until that date or until such audit findings have been resolved, whichever is later.

Section 7. Indemnification and Insurance. The Sports Commission hereby agrees to hold the City, its employees, officials, officers and agents harmless and to indemnify and defend the City, its employees, officials, officers and agents against all claims, demands, liabilities, losses, damages and expense of any kind or nature, on account of any injury, damage to or death of any person or on account of any damage to any property of any nature arising from, in connection with, caused by, or resulting from the Sports Commission's performance under this Agreement, whether or not such claims, demands, liabilities, losses, damages or expense are caused by or contributed to by the City or its agents or employees.

The Sports Commission agrees that in order to protect itself and the City under the indemnification agreement set forth in the paragraph above, it will at all times during the term of this Agreement keep in force and effect, Comprehensive General Liability Insurance including, but not limited to, Contractual liability, personal injury, bodily injury and property damage, and automobile liability insurance coverage, issued by a company or companies authorized to do business in the State of Wisconsin, with liability coverage provided for therein in the amount of \$1,000,000 combined single limits. The coverage afforded shall apply as primary with the City named as additional insured. The Insurer shall give thirty (30) days advance written notice of cancellation, non-renewal or material changes during the term of this Agreement. Upon execution of this Agreement, the Sports Commission shall furnish the City, with a Certificate of Insurance and, upon request, with certified copies of the requested insurance policies.

Section 8. Termination. This Agreement may be terminated at any time by written mutual agreement of the parties, provided all applicable laws and regulations are complied with.

Either party shall have the right at its option to terminate this Agreement and be free from all obligations hereunder in the event that the other party is in default or violates any of the terms, conditions, assurances, or certifications of this Agreement. In the event of such default or violation, the non-defaulting party shall deliver to the defaulting party a Notice of Demand to Cure Default, explaining the nature and extent of the default or violation. The defaulting party shall cure or remedy said violation or default within thirty (30) days after receipt of said Notice, unless a longer time is agreed upon by both parties, in writing. In case the default is not cured or remedied within thirty (30) days or a longer time agreed upon, the non-defaulting party may terminate this Agreement upon five (5) days' written notice.

Either party shall also have the right to terminate this Agreement and be free from all obligations hereunder upon the happening of either of the following events, upon thirty (30) days' written notice: the occurrence of any event beyond the control of either party which renders it impossible to continue performance pursuant to this Agreement; or the Common Council's failure to appropriate funds sufficient to pay the Sports Commission for anticipated services.

Section 9. Assurances and Certifications. The Sports Commission makes the following assurances and certifications as part of this Agreement:

- a. It possesses the legal authority to enter into this Agreement. A resolution, motion or similar action has been duly adopted or passed as an official act of the Sports Commission's Board of Directors, authorizing the execution of this Agreement, and directing and authorizing its President to act in connection with this Agreement and to provide all required reports and such additional information as may be required.
- b. It will operate in an open and accessible manner which shall allow consumers of services, staff, citizens and members of City review committees reasonable opportunity to attend Board of Director's meetings in order to gain information or to provide input and recommendations on the Sports Commission's programs, policies and the delivery of services.
- c. It will hold at least one (1) Board of Directors meeting annually during the period of this Agreement in open session, in a place which is reasonably accessible to members of the public, open to all citizens at all times, and held in a building and room which enables access by people with functional limitations, as defined in Sec. 101.13(1), Wis. Stats. Public notice of open session meetings shall be given at least twenty-four (24) hours prior to the commencement of such meeting(s) and shall be provided in a manner which is reasonably likely to apprise interested people and shall be made available to anyone requesting such notice.
- d. It will involve consumers of service in the planning and evaluation of programs.

- e. It will maximize use of available resources of all kinds, including but not limited to, grants, donations, bequests, and contributions of housing, program and office supplies and equipment, and volunteer time.
- f. It will cooperate with other community agencies and groups engaged in related activities.
- g. It will notify the City in writing of the receipt or loss of substantial project funding, not included in the Sports Commission's Project Budget(s), which could materially affect the level of services described in Section 4 or in the MASC 2015 Business Plan described in Exhibit A, within ten (10) working days of the receipt or loss of said funds.
- h. No funds provided under this Agreement may be used in any manner which will assist, promote or deter union organizing.

Section 10. Non-Discrimination. In the performance of the services under this Agreement the Sports Commission agrees not to discriminate against any employee or applicant because of race, religion, marital status, age, color, sex, handicap, national origin or ancestry, income level or source of income, arrest record or conviction record, less than honorable discharge, physical appearance, sexual orientation, gender identity, political beliefs, or student status. The Sports Commission further agrees not to discriminate against any subcontractor or person who offers to subagree on this Agreement because of race, religion, color, age, disability, sex, or national origin.

Section 11. Weapons Prohibition. Sports Commission shall prohibit, and shall require its subcontractors to prohibit, its employees from carrying weapons, including concealed weapons, in the course of performance of work under this Agreement, other than while at the Sports Commission's or subcontractor's own business premises. This requirement shall apply to vehicles used at any City work site and vehicles used to perform any work under this Agreement, except vehicles that are an employee's "own motor vehicle" pursuant to Wis. Stat. sec. 175.60(15m).

Section 12. Affirmative Action. As used in this Section 13, the term "Contractor" means the Sports Commission and all its contractors and sub contractors who perform services under this Agreement whenever said persons, firms or corporations are not otherwise exempt under the provisions of Section 39.02(9)(a), Madison General Ordinances.

A. The following language applies to all Contractors employing fifteen (15) or more employees: (MGO 39.02(9)(c).)

The Contractor agrees that, within thirty (30) days after the effective date of this Agreement, Contractor will provide to the City of Madison Department of Civil Rights (the "Department"), certain workforce utilization statistics, using a form provided by the City.

If the Agreement is still in effect, or if the City enters into a new Agreement with the Contractor, within one year after the date on which the form was required to be provided, the Contractor will provide updated workforce information using a second form, also to be furnished by the City. The second form will be submitted to the Department no later than one year after the date on which the first form was required to be provided.

The Contractor further agrees that, for at least twelve (12) months after the effective date of this Agreement, it will notify the Department of each of its job openings at facilities in Dane County for which applicants not already employees of the Contractor are to be considered. The notice will include a job description, classification, qualifications, and application procedures and deadlines. The Contractor agrees to interview and consider candidates referred by the Department if the candidate meets the minimum qualification standards established by the Contractor, and if the referral is timely. A referral is timely if it is received by the Contractor on or before the date stated in the notice.

The Department will determine if a Contractor is exempt from Sec. 13. A., at the time the Request for Exemption in 13.B. is made.

B. Articles of Agreement, Request for Exemption, and Release of Payment:

The “ARTICLES OF AGREEMENT” beginning on the following page, apply to all Contractors, unless determined to be exempt under the following table and procedures:

NUMBER OF EMPLOYEES	LESS THAN \$25,000 Aggregate Annual Business with the City*	\$25,000 OR MORE Aggregate Annual Business with the City*
14 or less	Exempt**	Exempt**
15 or more	Exempt**	Not Exempt

*As determined by the Finance Director

**As determined by the Department of Civil Rights

REQUEST FOR EXEMPTION: (MGO 39.02(9)(a)2.) Contractors who believe they are Exempt from the Articles of Agreement according to the table above, shall submit a Request for Exemption on a form provided by the Department of Civil Rights (“Department”), within thirty (30) days of the effective date of this Agreement. The Department makes the final determination as to whether a Contractor is exempt from the Articles of Agreement. In the event the Contractor is not exempt, the Articles of Agreement shall apply. **CONTRACTORS WITH 15 OR MORE EMPLOYEES WILL LOSE THIS EXEMPTION AND BECOME SUBJECT TO THE ARTICLES OF AGREEMENT UPON REACHING \$25,000 OR MORE ANNUAL AGGREGATE BUSINESS WITH THE CITY WITHIN THE CALENDAR YEAR.**

RELEASE OF PAYMENT: (MGO 39.02(9)(e)1.b.) Within thirty (30) days from the effective date of this Agreement, and prior to release of payment by the city, all non-exempt Contractors are required to have on file with the Department, an Affirmative Action plan meeting the requirements of Article IV below. Additionally, Contractors that are exempt from the Articles of Agreement under Table 13-B, must have a Request for Exemption form on-file with the Department, prior to release of payment by the City.

ARTICLES OF AGREEMENT

ARTICLE I

The Contractor shall take affirmative action in accordance with the provisions of this Agreement to insure that applicants are employed, and that employees are treated during employment without regard to race, religion, color, age, marital status, disability, sex, sexual orientation, gender identity or national origin and that the employer shall provide harassment-free work environment for the realization of the potential of each employee. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation and selection for training including apprenticeship insofar as it is within the control of the Contractor. The Contractor agrees to post in conspicuous places available to employees and applicants notices to be provided by the City setting out the provisions of the nondiscrimination clauses in this Agreement.

ARTICLE II

The Contractor shall in all solicitations or advertisements for employees placed by or on behalf of the Contractors state that all qualified or qualifiable applicants will be employed without regard to race, religion, color, age, marital status, disability, sex, sexual orientation, gender identity or national origin.

ARTICLE III

The Contractor shall send to each labor union or representative of workers with which it has a collective bargaining Agreement or other Agreement or understanding a notice to be provided by the City advising the labor union or workers representative of the Contractor's equal employment opportunity and affirmative action commitments. Such notices shall be posted in conspicuous places available to employees and applicants for employment.

ARTICLE IV

(This Article applies to non-public works Agreements.)

The Contractor agrees that it will comply with all provisions of the Affirmative Action Ordinance of the City of Madison including the Agreement compliance requirements. The Contractor warrants and certifies that, of the following two paragraphs, paragraph A or B is true (check one):

- A. It has prepared and has on file an affirmative action plan that meets the format requirements of Federal Revised Order No. 4, 41 CFR part 60-2, as established by 43 FR 51400 November 3, 1978, including appendices required by City of Madison ordinances or it has prepared and has on file a model affirmative action plan approved by the Madison Common Council.
- B. Within thirty (30) days after the effective date of this Agreement, it will complete an affirmative action plan that meets the format requirements of Federal Revised Order No. 4, 41 CFR Part 60-2, as established by 43 FR 51400, November 3, 1978, including appendices required by City of Madison ordinance or within thirty (30) days after the effective date of this Agreement, it will complete a model affirmative action plan approved by the Madison Common Council.

ARTICLE V

(This Article applies only to public works Agreements.)

The Contractor agrees that it will comply with all provisions of the Affirmative Action Ordinance of the City of Madison, including the Agreement compliance requirements. The Contractor agrees to submit the model affirmative action plan for public works Contractors in a form approved by the Director of Affirmative Action.

ARTICLE VI

The Contractor will maintain records as required by Section 39.02(9)(f) of the Madison General Ordinances and will provide the City's Department of Affirmative Action with access to such records and to persons who have relevant and necessary information, as provided in Section 39.02(9)(f). The City agrees to keep all such records confidential, except to the extent that public inspection is required by law.

ARTICLE VII

In the event of the Contractor's or subcontractor's failure to comply with the Equal Employment Opportunity and Affirmative Action provisions of this Agreement or Sections 39.03 and 39.02 of the Madison General Ordinances, it is agreed that the City at its option may do any or all of the following:

- A. Cancel, terminate or suspend this Agreement in whole or in part.
- B. Declare the Contractor ineligible for further City Agreements until the Affirmative Action requirements are met.
- C. Recover on behalf of the City from the prime Contractor 0.5 percent of the Agreement award price for each week that such party fails or refuses to comply, in the nature of liquidated damages, but not to exceed a total of five percent (5%) of the Agreement price, or five thousand dollars (\$5,000), whichever is less. Under public works Agreements, if a subcontractor is in noncompliance, the City may recover liquidated damages from the prime Contractor in the manner described above. The preceding sentence shall not be construed to prohibit a prime Contractor from recovering the amount of such damage from the noncomplying subcontractor.

ARTICLE VIII

(This Article applies to public works Agreements only.)

The Contractor shall include the above provisions of this Agreement in every subAgreement so that such provisions will be binding upon each subcontractor. The Contractor shall take such action with respect to any subcontractor as necessary to enforce such provisions, including sanctions provided for noncompliance.

ARTICLE IX

The Contractor shall allow the maximum feasible opportunity to small business enterprises to compete for any subAgreements entered into pursuant to this Agreement. (In federally funded Agreements the terms "DBE, MBE, and WBE" shall be substituted for the term "small business" in this Article.)

Section 13. Living Wage. The Sports Commission agrees to pay all employees employed by the Sports Commission in the performance of services under this Agreement, whether on a full time or a part time basis, a base wage of not less than the City minimum hourly wage as required by Sec. 4.20, Madison General Ordinances.

Section 14. Severability. It is mutually agreed that, in case any provision of this Agreement is determined by any court of law to be unconstitutional, illegal or unenforceable, it is the intention of the parties that all the other provisions of this Agreement remain in full force and effect.

Section 15. Amendments or Supplements. This Agreement may be supplemented or amended only by written instrument executed by the parties.

Section 16. Independent Contractor. The Sports Commission is and shall remain an independent Contractor in its performance of its obligations under this Agreement, and any persons who the Sports Commission utilizes and provides for services under this Agreement are employees of the Sports Commission and not employees of the City.

Section 17. Equal Benefits Requirement (Sec. 39.07, MGO.) (Applicable to Agreements exceeding \$25,000).

This provision applies to service Agreements of more than \$25,000 executed, extended, or renewed by the City on July 1, 2012 or later, unless exempt by Sec. 39.07 of the Madison General Ordinances (MGO).

For the duration of this Agreement, the Sports Commission agrees to offer and provide benefits to employees with domestic partners that are equal to the benefits offered and provided

to married employees with spouses, and to comply with all provisions of Sec. 39.07, MGO. If a benefit would be available to the spouse of a married employee, or to the employee based on his or her status as a spouse, the benefit shall also be made available to a domestic partner of an employee, or to the employee based on his or her status as a domestic partner. "Benefits" include any plan, program or policy provided or offered to employees as part of the employer's total compensation package, including but not limited to, bereavement leave, family medical leave, sick leave, health insurance or other health benefits, dental insurance or other dental benefits, disability insurance, life insurance, membership or membership discounts, moving expenses, pension and retirement benefits, and travel benefits.

Cash Equivalent. If after making a reasonable effort to provide an equal benefit for a domestic partner of an employee, the Sports Commission is unable to provide the benefit, the Sports Commission shall provide the employee with the cash equivalent of the benefit.

Proof of Domestic Partner Status. The Sports Commission may require an employee to provide proof of domestic partnership status as a prerequisite to providing the equal benefits. Any such requirement of proof shall comply with Sec. 39.07(4), MGO.

Notice Posting, Compliance. The Sports Commission shall post a notice informing all employees of the equal benefit requirements of this Agreement, the complaint procedure, and agrees to produce records upon request of the City, as required by Sec. 39.07, MGO.

Subcontractors (Service Agreements Only). Sports Commission shall require all subcontractors, the value of whose work is twenty-five thousand dollars (\$25,000) or more, to provide equal benefits in compliance with Sec. 39.07, MGO.

Section 18. IT Network Connection Policy. If this Agreement includes services such as software support, software maintenance, network services, and/or system development services and will require a Network Connection the City Network (as defined in the following link), the City's Network Connection Policy found at this link: <http://www.cityofmadison.com/attorney/documents/posNetworkConnection.doc> is hereby incorporated and made a part of this Agreement and Sports Commission agrees to comply with all of its requirements.

Section 19. Counterparts, Electronic Delivery. This Agreement may be signed in counterparts, each of which shall be taken together as a whole to comprise a single document. Signatures on this Agreement may be exchanged between the parties by facsimile, electronic scanned copy (.pdf) or similar technology and shall be as valid as original. Executed copies or counterparts of this Agreement may be delivered by facsimile or email and upon receipt will be deemed original and binding upon the parties hereto, whether or not a hard copy is also delivered. Copies of this Agreement, fully executed, shall be as valid as an original.

Section 20. Compliance with Laws. The Sports Commission and City shall comply with all Federal, State and local statutes, laws, ordinances, regulations, rules and codes applicable to their respective obligations under this Agreement.

Section 21. Assignment. This Agreement, or any obligations hereunder, may not be assigned without the prior written consent of the other party.

Section 22. Waiver. Failure of either party to insist upon the strict performance of any of the terms or conditions herein to be performed by the other party shall not be deemed a waiver of any rights or remedies by the performing party and shall not be deemed a waiver of any subsequent default or nonperformance of any terms or conditions to be performed herein by the other party.

Section 23. Entire Agreement. This Agreement and the Exhibits attached hereto represent the full and complete agreement of the parties hereto and all prior negotiations and dealings relating to this Agreement and the subject matter hereof shall be deemed superseded by and merged into this Agreement.

Section 24. The construction, interpretation and performance of this Agreement shall be in accordance with the laws of the State of Wisconsin. This Agreement represents the full understanding of the parties with respect to the subject matter hereof. Any modification hereof must be in writing, signed by each of the parties hereto. All required or permitted notices shall be by registered mail or by electronic means to the addresses shown below or as may be changed from time to time by written notice from either party. This Agreement may be executed in two or more counterparts, each of which shall be deemed an original and each party has the requisite authority to enter into this Agreement.

Section 25 All notices to be given under the terms of the Contract shall be in writing and signed by the person serving the notice and shall be sent registered or certified mail, return receipt requested, postage prepaid, or hand delivered to the addresses of the parties listed below:

For the City:

Gregg McManners, Executive Director
Monona Terrace Community & Convention Center
One John Nolen Drive
Madison WI, 53703

For the Sports Commission:
Deb Archer, President, MASC
615 E. Washington Ave.
Madison WI, 53703

Section 26 This Agreement shall be in full force and effect from January 1, 2015 through and including the 31st day of December, 2015.

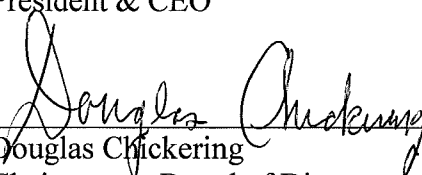
IN WITNESS WHEREOF, the parties hereto have executed this Agreement, as of the date first written above.

Signed in the presence of:

MADISON AREA SPORTS COMMISSION, INC.



Deb T. Archer
President & CEO



Douglas Chickering
Chairperson, Board of Directors

Gregg McManners
Executive Director
Monona Terrace Community & Convention Center

CITY OF MADISON, a municipal corporation

Paul R. Soglin, Mayor

Maribeth Witzel-Behl, City Clerk

David P. Schmiedicke, Finance Director

Michael P. May, City Attorney

ATTACHMENT A

MASC 2015 BUSINESS PLAN

<p>STRATEGIC OBJECTIVES</p>	<ul style="list-style-type: none"> > Pursue Sports Events Consistent with Destination Product > Provide service and support focused on marketing > Secure resource/funding to achieve mission > Influence infrastructure and facilities development to support mission > Develop community awareness and support for MASC and events brought to the destination > Enhance the brand positioning and extend the marketing programs to drive MASC sales > Acquire or conduct research to track results and target sales and marketing efforts > Build and maintain an effective organization and Governance structure
<p>BUSINESS GOALS</p>	<p>Governance Develop and implement second MASC Strategic Plan Engage Board in strategic action plan development and implementation Fund Development Build and launch sustainable public and private fund development plan Maintain public sector investment</p>
<p>PERFORMANCE GOALS</p>	<p>Room Night Goals 21,500 Lead Goals 62 Confirmed Event Goals 39 Private Revenue \$10,000 Sponsorship Revenue \$5,000 (IronKids) Public Funding \$288,445 (City, County, Municipal) Youth Grant Award Goal \$35,600 AEC Lead Goal 9 MT Contract Goal \$80,000 PR Sports Goal \$225,000 in PR media value</p>
<p>TEAM</p>	<p>Governance Deb Archer Strategic Planning Diane Morgenthaler Sports Sales & Programs Jamie Patrick, Brandon Holstein Fund Development Kristin Wensing Sports Marketing Kate Dale Sports PR Judy Frankel Event Services Janine Wachter, Brandon Holstein Event Housing Laura Senz Board Liaison, Org Records Stephanie O'Neal, Katrin Madayag-Ard Finance Jon Freund</p>

MASC 2015 BUSINESS PLAN

SALES	EVENT SUPPORT	MARKETING	FUND DEVELOPMENT	GOVERNANCE	SPECIAL PROGRAMS
<p>PURSUe EVENTS CONSISTENT WITH PRODUCT</p> <p>Align sales efforts: Focus prospecting and sales efforts on primary and emerging market segments.</p> <p>Prospecting: > Continue to prospect for and develop new, annual events. >Prospect for large multi-hotel properties business (city-wide, marquis events)</p> <p>Build relationships: >Attend NASC, Connect, TEAMS, Sportslink, S.P.O.R.T.S. >Sales mission: Indianapolis</p> <p>BYMH/BYEH: >Foster dialogue with local influencers to secure leads for future business. >Engage the community through MASC's other platforms (Morning Sports Report)</p> <p>Secure Future Business: >Meet room night goals >Meet contract revenue goals</p>	<p>PROVIDE SUPPORT TO EVENTS CONTRACTED</p> <p>Provide excellent management service to contracted events: Ironman, USA Climbing, Lacrosse Central Championships, North American Unicycling</p> <p>Provide housing and service support for all 2014 events >Ironman and all others</p> <p>Provide Welcome Posters and visitor materials (Visitor Guides and Maps) for groups</p>	<p>PROVIDE SUPPORT WITH FOCUS ON MARKETING</p> <ul style="list-style-type: none"> >Drive participation and spectator attendance for contracted events that meet support criteria: Ironman, IronKids, USA Climbing, Lacrosse Central Championships, WIAA tournaments >Execute WIAA Boys Basketball 100th Anniversary Program and Ticket Sales Marketing. <p>DEVELOP BRAND POSITIONING AND EXTEND MARKETING</p> <ul style="list-style-type: none"> >Create destination & MASC awareness nationally, regionally and locally: >Celebrate 5 Year Anniversary >Morning Sports Report >Develop and execute BYMH/BYEH campaign >Leverage Public Relations <p>SECURE RESOURCES AND FUNDING TO ACHIEVE MISSION</p> <ul style="list-style-type: none"> >Leverage grant funds available to secure and serve events <p>Leverage technology to support MASC: >Maintain website >Expand sports photo library</p>	<p>SECURE RESOURCES AND FUNDING TO ACHIEVE MISSION</p> <p>Build sustainable public and private fund development plan, including: >Initiate further conversation with City of Madison >Continue conversation with Sun Prairie >Develop and implement plan to renew other municipal contracts >Identify potential new municipal partners >Build and execute private investment/sponsorship plan</p> <p>Meet fund development financial targets.</p> <p>Meet sponsorship revenue targets</p>	<p>BUILD AN EFFECTIVE ORGANIZATION AND GOVERNANCE STRUCTURE</p> <p>Recruit new board members; engage board in furthering strategic action plan</p> <p>Establish credible metrics to measure MASC success</p> <p>Complete Strategic Plan and Strategic Action Plan</p>	<p>DEVELOP COMMUNITY AWARENESS AND SUPPORT FOR MASC</p> <p>Sustain Youth grant: >Distribute/promote grant materials to all qualified entities >Award minimum of two cycles in 2015 >Promote awards through local media and PR efforts</p> <p>Continue Morning Sports Report Series</p> <p>Contribute, enhance, guide and propel forward destination venue product development projects >Conduct venue FAM tour >Tour future development sites in Dane County</p>