

PERFORMANCE REPORT

MADISON
GOING > BEYOND > VISIT™
GREATER MADISON CONVENTION & VISITORS BUREAU



January – September 2014

Prepared for: City of Madison & Monona Terrace Community & Convention Center Board of Directors

Prepared by: Greater Madison Convention & Visitors Bureau & Madison Area Sports Commission

November 1, 2014

KEY TAKEAWAYS/EXECUTIVE SUMMARY

3rd QUARTER YTD RESULTS

- Contract revenue Year to Date totaled \$428,932. This meets 61.3% of goal for 2014
- Room nights to date total 52,424 representing 50.5% of goal.
- Pending contracts total \$56,295 and 2,265 room nights.
- FAM tour completed – October 23 – 25

OTHER 3rd QUARTER HIGHLIGHTS

- Discussions and negotiation of the GMCVB contract continue
- Hotel Occupancy for the third quarter remains flat with 2013 averaging 66.7% through September
- Average Daily Rate outpaced 2013 with ADR up 7.3% averaging \$103.24 for the same period
- GMCVB leadership engagement includes:
 - Downtown convention hotel conversation
 - Alliant Energy Center visioning project
 - Destination Marketing Association International annual conference
 - WACVB Strategic Planning



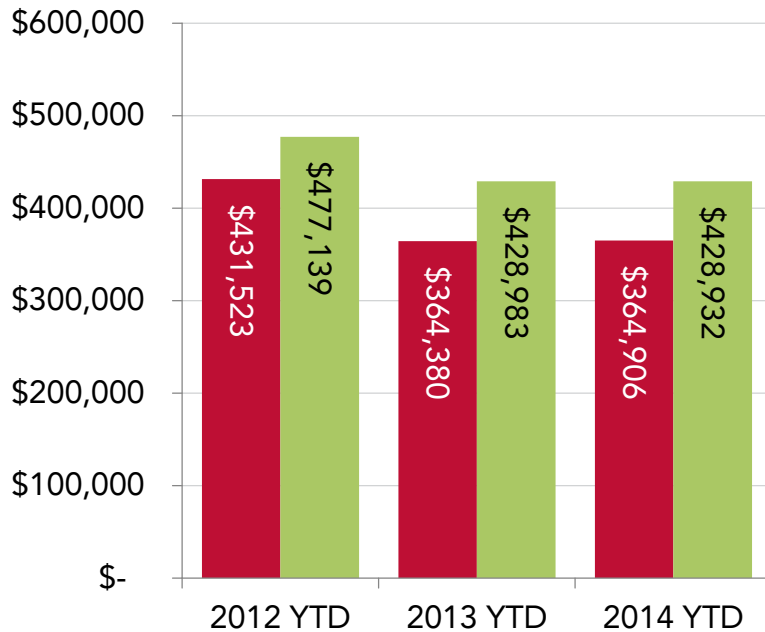
CONVENTION & SPORTS SALES

January-September 2014

MONONA TERRACE CONTRACT REVENUE FOR GMCVB & MASC

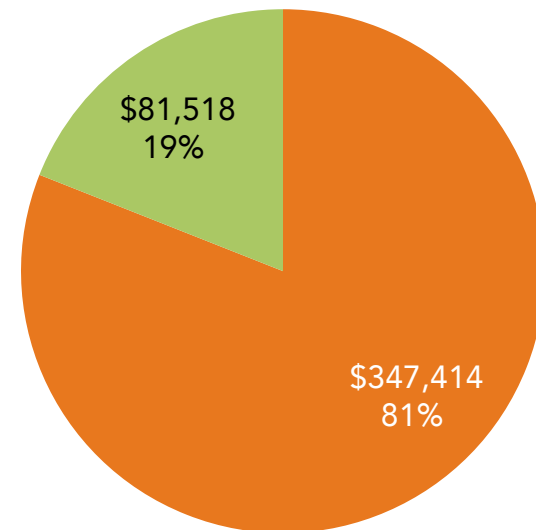
Goal: \$700,000
61.3% goal achieved

- Convention & Conference Contracts
- All Contracts



**MT All Contracted Events
Breakdown
2014 YTD**

- Convention Sales
- Sports



ALL 2014 **GMCVB** DEFINITE CONTRACTS FOR MONONA TERRACE

New or Non-Annual	Definite Contracts	Mtg Date	Rm Nts	Attend	Direct Spend	Contract Revenue
	L&L Exhibition Management	1/7/2016	125	10,000	\$643,425	\$35,697
New	L&L Exhibition Management	2/10/2016	125	8,000	\$705,418	\$28,329
Non-Annual	UW Extension	11/10/2015	555	800	\$372,712	\$30,420
	Mary Kay Inc.	3/9/2016	202	2,000	\$303,940	\$21,304
	Mary Kay Inc.	3/18/2015	202	2,000	\$303,940	\$20,290
	Pharmacy Society of Wisconsin	4/13/2015	65	250	\$80,320	\$9,792
	Symposium on Research in Child Language Disorders	6/3/2015	458	300	\$212,940	\$6,906
	LeMans Corporation	8/25/2015	1,600	1,000	\$837,200	\$44,521
	Wisconsin Music Educators Association	10/24/2018	479	5,000	\$429,520	\$32,394
Non-Annual	Arrowhead Conferences and Events	2/13/2015	189	500	\$128,916	\$8,207

ALL 2014 **GMCVB** DEFINITE CONTRACTS FOR MONONA TERRACE

New or Non-Annual	Definite Contracts	Mtg Date	Rm Nts	Attend	Direct Spend	Contract Revenue
New	National Berry Crops Initiative	10/11/2015	395	200	\$167,047	\$7,400
	AIA Wisconsin	5/8/2018	200	2,000	\$330,224	\$28,104
	Wisconsin School Counselor Association	2/19/2018	900	1,100	\$537,940	\$23,486
	Wisconsin School Counselor Association	2/18/2019	900	1,100	\$548,620	\$24,664
	Wisconsin School Counselor Association	2/17/2020	900	1,100	\$559,617	\$25,900
15 Definite Contracts			7,295	35,350	\$6,161,779	\$347,414

ALL 2014 MASC DEFINITE CONTRACTS FOR MONONA TERRACE

New or Non-Annual	Definite Contracts	Mtg Date	Rm Nts	Attend	Direct Spend	Contract Rev
	World Triathlon Corporation	9/8/2015	5,950	30,000	\$3,359,200	\$37,420
	Gymfinity Children's Activity Center	2/27/2015	150	1,000	\$237,235	\$14,058
	Madison Festivals Inc.	11/7/2014	1,086	8,000	\$723,199	\$10,115
New	USA Climbing	1/30/2015	1,236	1,500	\$331,935	\$19,925
4 Definite Contracts			9,650	40,500	\$4,514,767	\$81,518

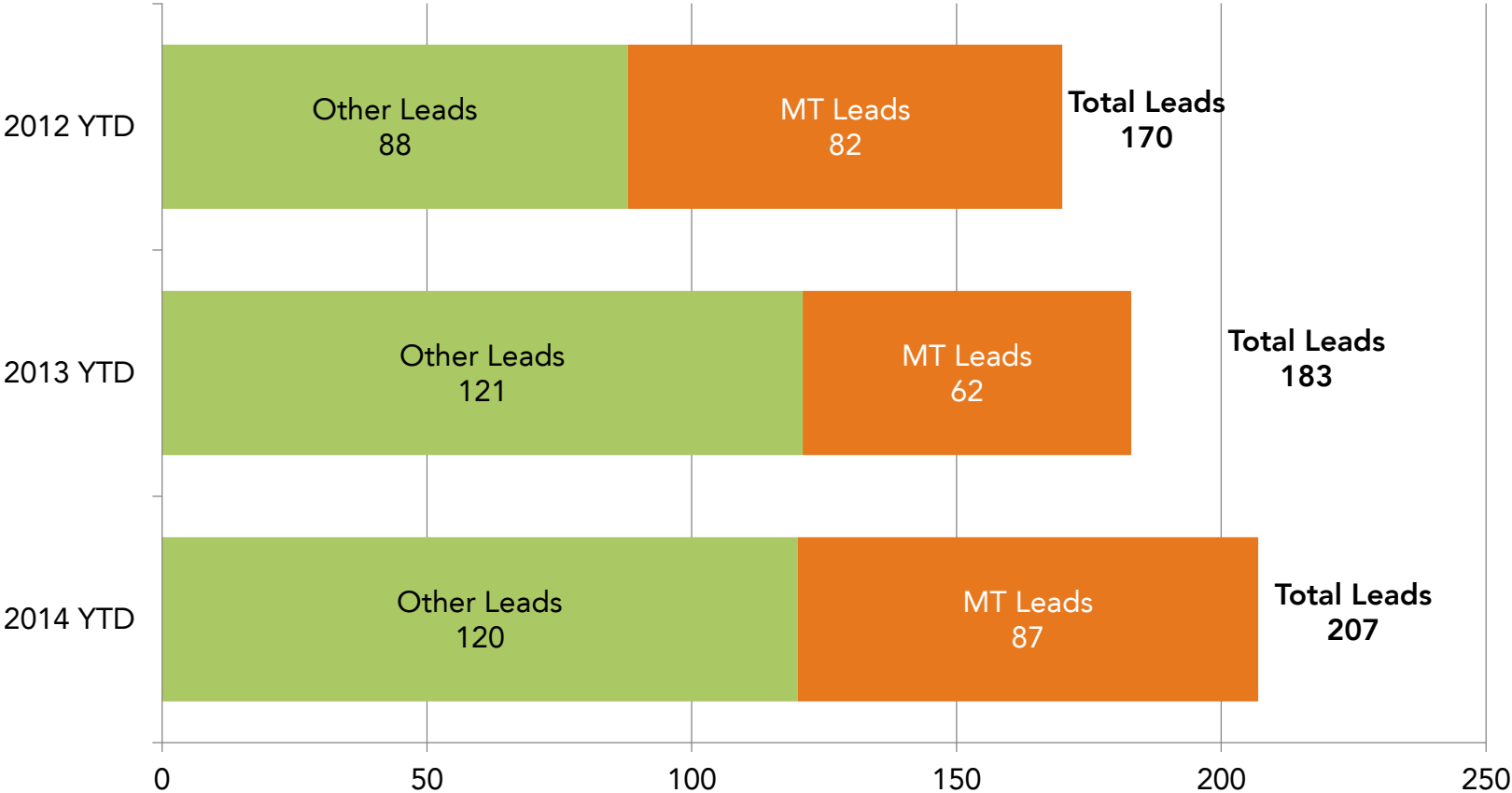
ALL CURRENT **GMCVB** PENDING CONTRACTS FOR MONONA TERRACE

Pending Contracts	Meeting Start Date	Room Nights	Attendance	Direct Spending	Contract Amount
Wisconsin Housing and Economic Development Authority	11/16/2015	110	600	\$96,685	\$12,245
Society for Conservation Biology	7/8/2016	1,950	800	\$816,471	\$38,355
2 Pending Contracts		2,060	1,400	\$913,156	\$50,600

ALL CURRENT **MASC** PENDING CONTRACTS FOR MONONA TERRACE

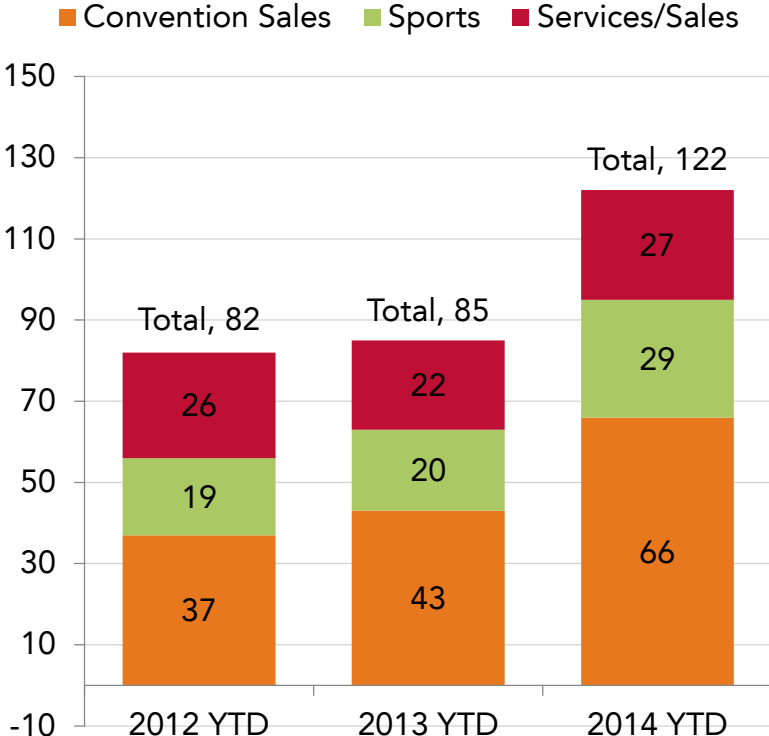
Pending Contracts	Meeting Start Date	Room Nights	Attendance	Direct Spending	Contract Amount
Madison Festivals, Inc.	5/22/2015	205	4,500	\$165,133	\$5,695
1 Pending Contract		205	4,500	\$165,133	\$5,695

2014 GMCVB & MASC LEAD PRODUCTION

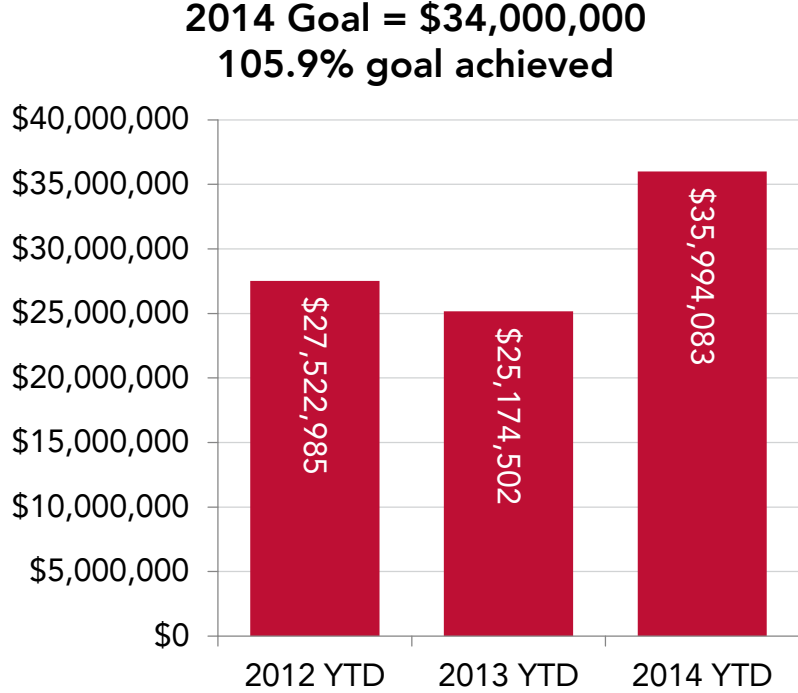


ALL GMCVB & MASC CONFIRMED EVENTS & DIRECT SPENDING

ALL CONFIRMED EVENTS

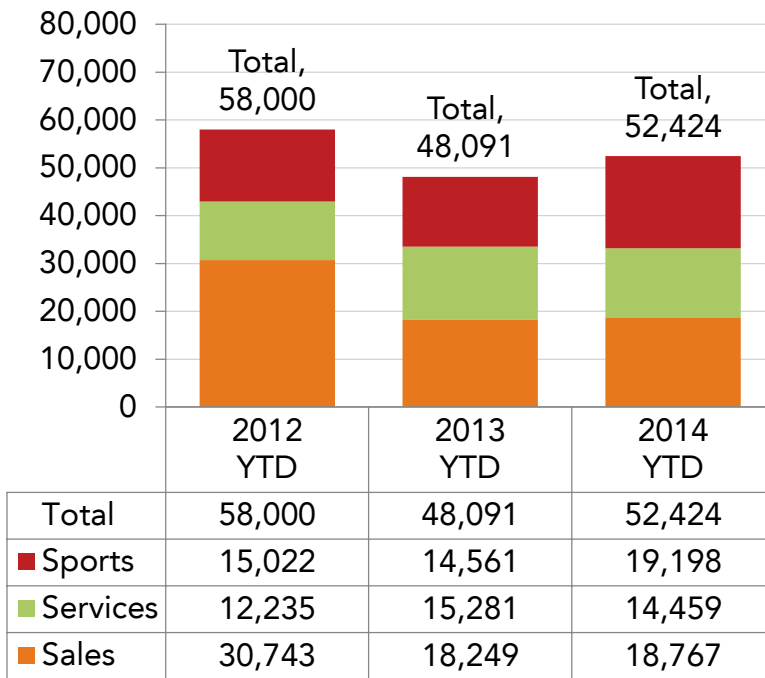


DIRECT SPENDING FOR ALL CONFIRMED EVENTS



2014 TOTAL CONTRACTED ROOM NIGHTS FOR GMCVB & MASC

2014 Goal = 104,500
50.5% goal achieved



This chart reflects room nights contracted for all GMCVB and MASC confirmed events.

The GMCVB has an overall total goal for room nights, with each department, which includes MASC, also having internal goals.

GMCVB and MASC reports room night sales for organization-related sales only.

This report does not reflect room nights for groups GMCVB and MASC services.

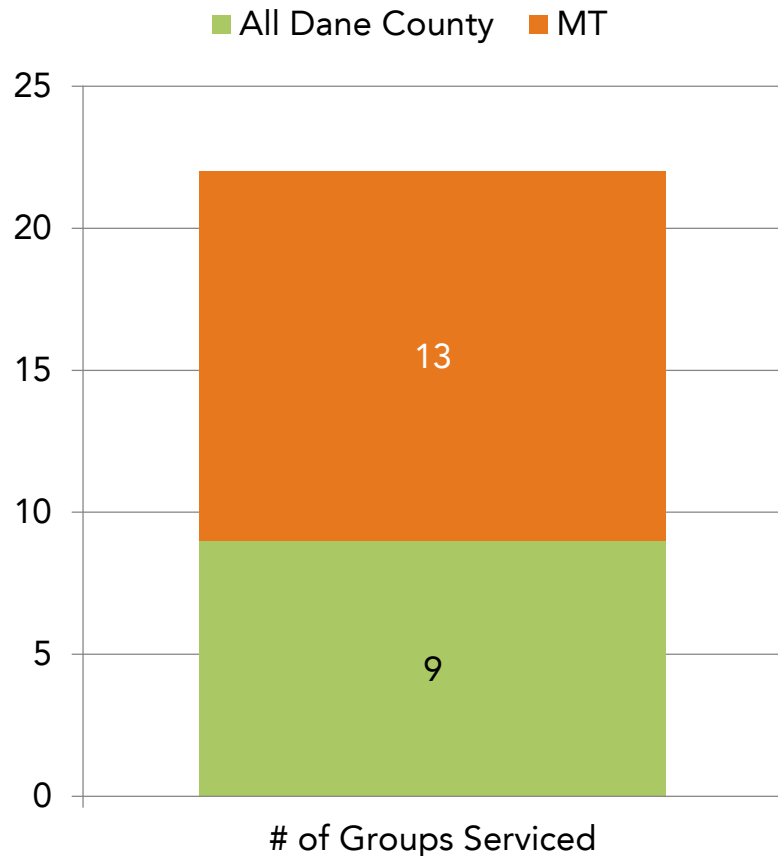
The MASC is currently working on tracking room nights for events for which it provides services, such as WIAA. The goal is to provide this information in future reports.



CONVENTION & EVENT SERVICES

January-September 2014

GROUPS SERVICED FOR MONONA TERRACE EVENTS



Services to groups may include some or all of the following:

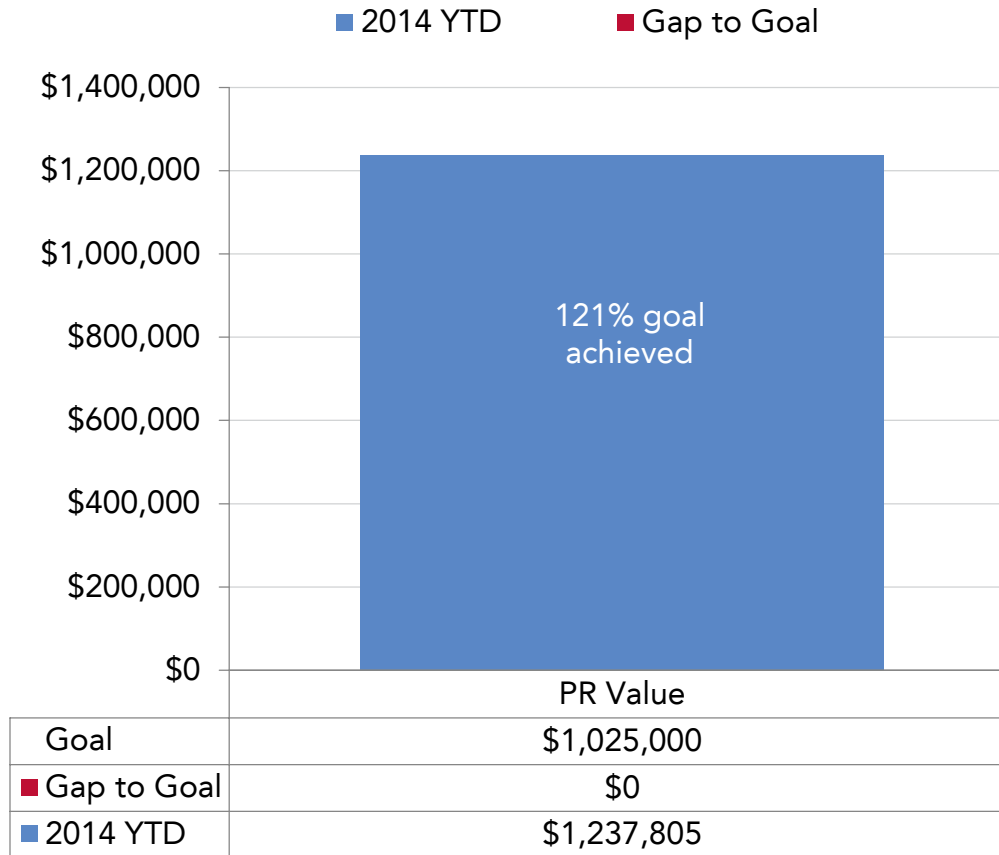
- Housing Bureau services and online housing
- Maps
- Visitors guides
- Letters of welcome
- Gifts
- Pre-promotes
- Site visits
- Registration and local information assistance
- Vendor referrals and leads
- Promotional materials
- Media assistance
- Images
- Logos and videos
- Day trip and tour recommendations
- Itinerary assistance
- Other requests



MARKETING & PR

January-September 2014

2014 PR EARNED MEDIA VALUE



PUBLICITY HIGHLIGHTS : Q3 2014

GMCVB

Madison Features:

- Midwest Living feature: 10 things for Active Travelers to do in Madison
- Conde Nast Traveler: 10 Best New Restaurants in the Midwest (Madison earned 2 spots)
- Business Insider 20 Best Places to Live in America
- Roanoke Times "Mad about Madison" Feature Article
- FOX 6 Milwaukee multi-segment on day trips to Madison

Trade/Convention Related Press:

- World Dairy Expo coverage
- Goldwing Road Riders coverage
- EPIC UGM Coverage

MASC

Event Related Press:

- USA Cycling Amateur and Para-Cycling Road Nationals
- National Archery in the Schools Championship
- Tug of War coverage
- IRONMAN and IRONKIDS coverage



OTHER UPDATES

January-September 2014

DESTINATION MANAGEMENT ACTIVITY 2014 Q3

INDUSTRY REPRESENTATION WITHIN THE STATE OF WISCONSIN:

- Serve on WI Governor's Council on Tourism
- Chair WI Meetings & Convention (M&C) Committee
- Serve on WI Sports Committee

DANE COUNTY REPRESENTATION WITHIN THE STATE:

- Board of Directors, WI Association of Convention & Visitors Bureaus (WACVB)
- WACVB Sports Marketing Committee

ORGANIZATIONAL LEADERSHIP ENGAGEMENT

- Judge Doyle Square development conversations
- AEC Strategic Design Committee
- Madison Festivals Board of Directors
- DMI Quality of Life Downtown & Safety Committee
- PCMA Capital (Washington, DC) Chapter Sponsorship Committee
- Madison College Advisory Board – Hotel & Restaurant Program
- MPI Chicago Area Chapter Membership Recruitment Committee
- PCMA Greater Midwest Chapter Membership Committee

KEY ORGANIZATION ACTIVITIES 2014 Q3

KEY SALES ACTIVITIES

- Fraternal Executives Association Annual in Naples, FL, July 7-11
- GMCVB hosted MPI-WI Concerts on the Square in Madison, WI, July 9
- Council for Engineering & Scientific Society Executives (CESSE) in Spokane, WA, July 14-17
- Three City Alliance Meeting in Las Vegas, NV, July 19-21
- American Veterinary Medical Association in Denver, CO, July 25-29
- MPI World Education Congress in Minneapolis, MN, August 2-6
- PCMA Greater Midwest Chapter in Chicago, IL, September 9
- MPI-WI in Oshkosh, WI, September 11-12
- OutReach 22nd Annual Anniversary Awards Banquet Dinner in Madison, September 12
- Wisconsin Water Association in La Crosse, WI, September 15-16
- PCMA Capital Chapter & MPI Potomac Chapter Joint Oktoberfest Networking Event in Washington, DC, September 23
- Sales Calls in Washington, DC, September 24-25
- WSAE Innovation Summit in Milwaukee, WI, September

KEY MARKETING ACTIVITIES

- Kickstart Your Fall leisure campaign highlighted Foodie, Sports and Music promotional packages
- Secured a JEM Grant for a second year for Madison Hotel Week (will be Feb 13-23, 2015)
- Hosted several Partner Events for 2014: Summer Social, Go Green, Premier Investor Breakfast and Complete Guide to Customer Satisfaction
- World Dairy Expo marketing materials including billboards, welcome signs and dedicated microsite
- Researched mobile app vendors; in Q4 will begin creating new product that syncs with Simpleview web offerings and improved personalization and functionality (itinerary-builder, push notifications, social sharing)

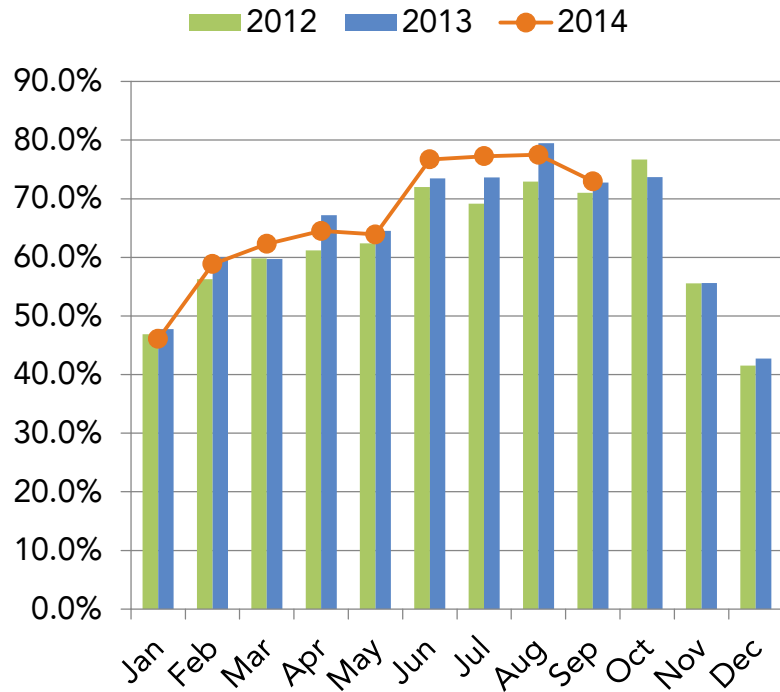


INDUSTRY

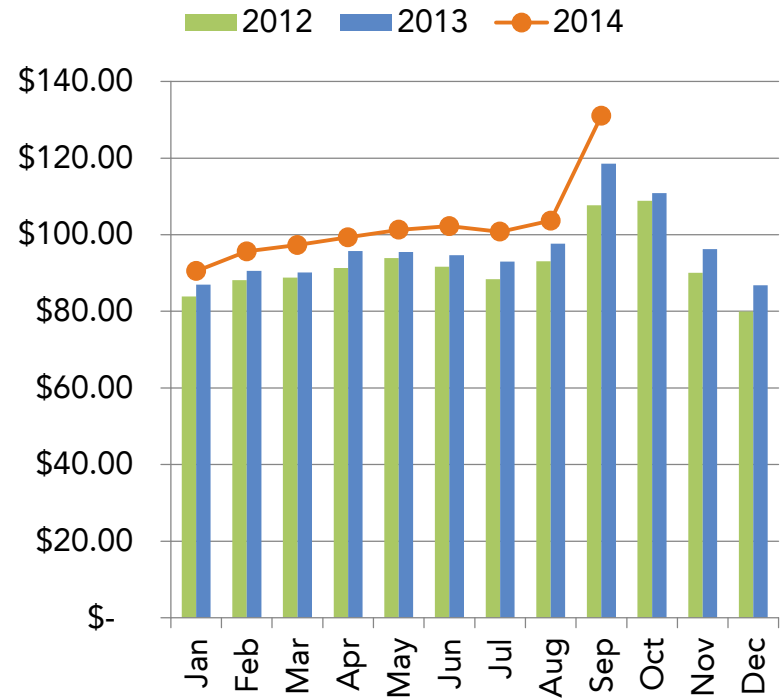
January-September 2014

MADISON MARKETWIDE HOTEL PERFORMANCE

OCCUPANCY RATE



AVERAGE DAILY RATE (ADR)

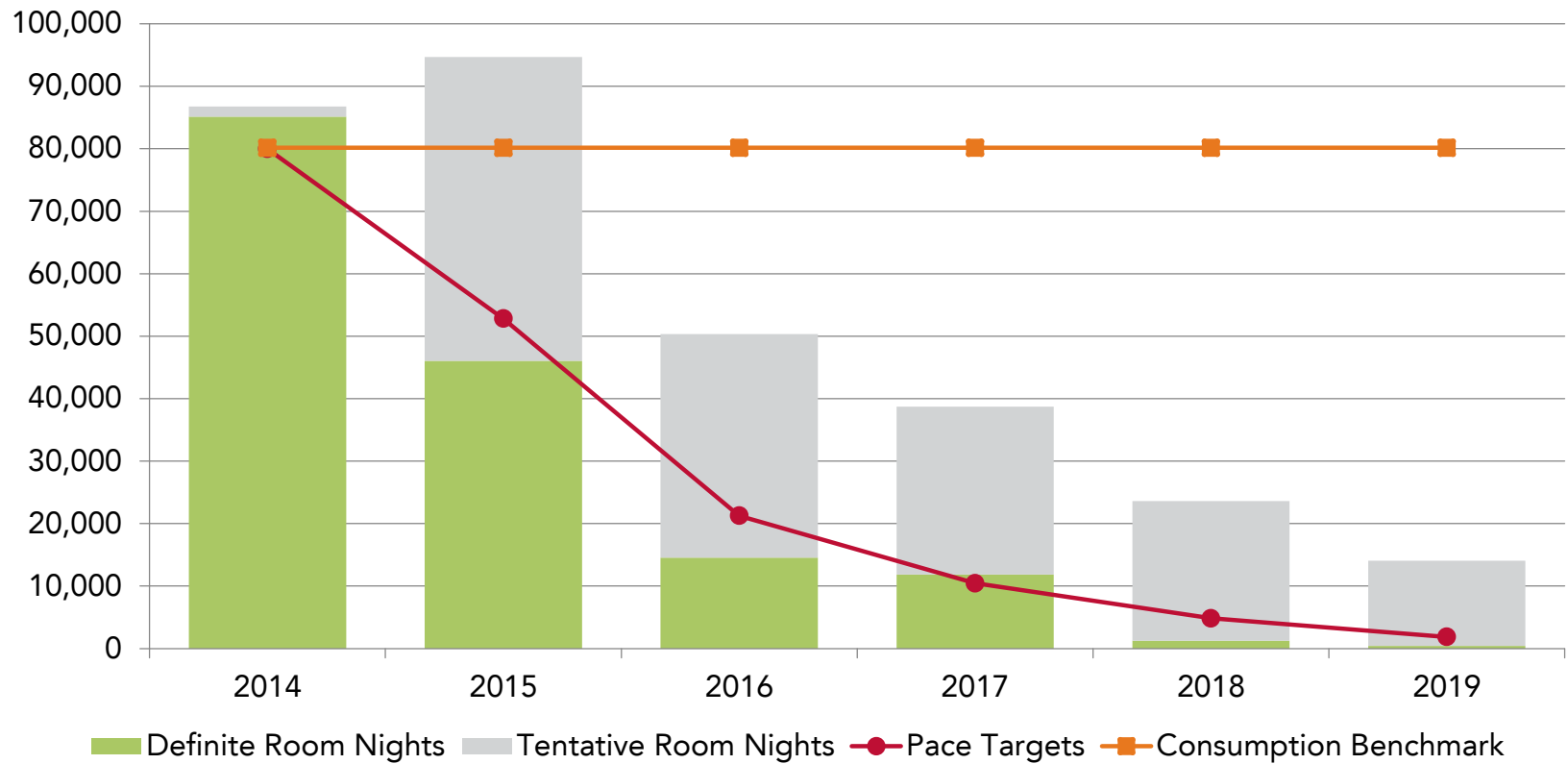


STR COMPETITIVE SET – CONVENTION HOTEL BLOCK

- Madison, WI Marketwide
- Madison Downtown /Convention Block
- Madison Overflow/Citywide
- Chicago-Downtown, IL
- Chicago-Suburban, IL
- Columbus, OH
- Des Moines, IA
- Louisville, KY
- Milwaukee, WI
- Minneapolis, MN
- Omaha, NE
- Portland, OR
- Providence, RI

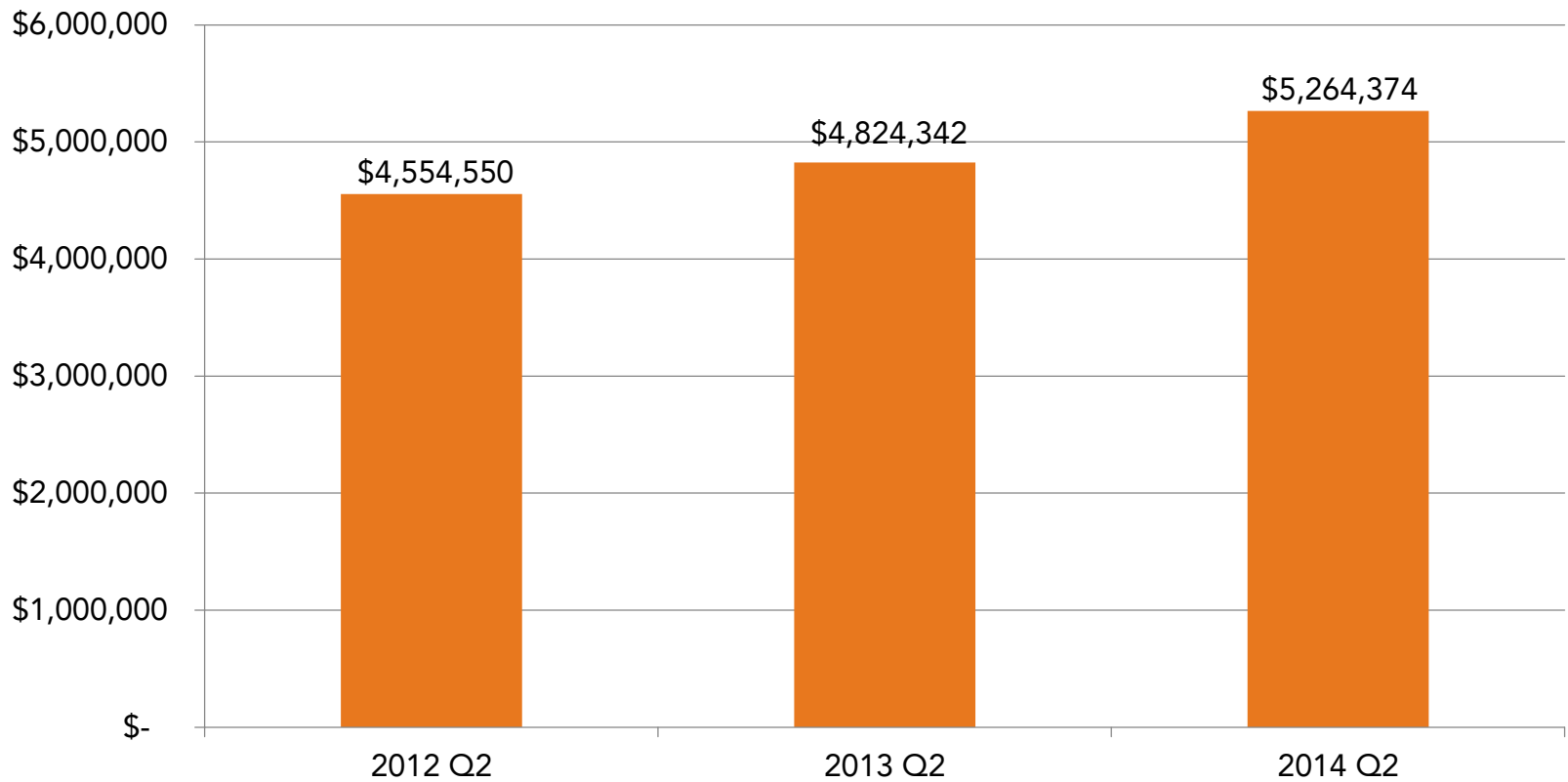
FUTURE EVENT SALES PACE

2014 Q3



CITY OF MADISON TOT COLLECTION

Through 2014 Q2



THANK YOU

APPENDIX: 2014 MONONA TERRACE CONFIRMED EVENTS

2014 Meetings	Meeting Start Date	Room Nights	Attendance	Direct Spending	Contract Amount
L&L Exhibition Management	1/9/14	125	6,200	\$368,425	\$35,501
Wisconsin School Counselor Association	2/17/14	1,220	1,200	\$1,104,400	\$29,956
National Academic Advising Association	3/5/14	426	300	\$163,603	\$8,737
Gymfinity Children's Activity Schedule	3/7/14	160	1,000	\$136,960	\$13,387
Mary Kay Inc.	3/19/14	379	2,000	\$624,260	\$23,628
The Matrix Center	3/22/14	1,857	2,000	\$894,737	\$38,235
Pharmacy Society of Wisconsin	4/9/14	80	250	\$100,400	\$9,641
Sonic Foundry	4/27/14	645	250	\$251,000	
AIA Wisconsin	5/6/14	215	2,000	\$300,300	\$27,373
Meeting Professionals International - WI Chapter	5/13/14	30	100	\$13,987	
Wisconsin Assoc for College Admission Counseling	5/17/14	650	500	\$455,000	\$10,985
Madison Festivals Inc.	5/23/14	675	4,500	\$522,620	\$10,115

APPENDIX: 2014 MONONA TERRACE CONFIRMED EVENTS

2014 Meetings	Meeting Start Date	Room Nights	Attendance	Direct Spending	Contract Amount
American Physical Society	5/30/14	2,754	1,000	\$910,00	\$57,549
Symposium on Research in Child Language Disorders	6/11/14	458	300	\$212,940	\$6,906
American Meat Science Association	6/13/14	1,036	550	\$453,180	\$19,071
Association of Wisconsin School Administrators	6/17/14	645	600	\$546,00	\$22,386
LeMans Corporation	8/18/14	1,559	1,000	\$773,500	\$43,834
World Triathlon Corporation	9/2/14	7,421	30,000	\$3,405,113	\$35,645
Wisconsin Society for Human Resource Management	10/14/14	940	700	\$847,000	\$33,358
PDS	10/20/14	430	750	\$401,134	\$29,750
Wisconsin Music Educators Association	10/27/14	700	5,000	\$566,020	\$32,345
Wisconsin Housing and Economic Dev Authority	11/5/14	75	600	\$100,400	\$12,005

APPENDIX: 2014 MONONA TERRACE CONFIRMED EVENTS

2014 Meetings	Meeting Start Date	Room Nights	Attendance	Direct Spending	Contract Amount
Madison Festivals Inc.	11/6/2014	1,086	8,000	\$723,199	\$10,115
Ford's Boxing Gym	11/21/2014	20	500	\$18,792	N/A
24 Meetings		23,586	69,300	\$13,892,970	\$520,522