

PERFORMANCE REPORT

January-March 2019



PERFORMANCE OVERVIEW

In Q1 2019 Destination Madison and Madison Area Sports Commission achieved the following:

- Confirmed Future Events: 47
- Direct Spending For Future Events : \$13,886,099
- Monona Terrace Revenue: \$37,095
- PR Earned Media: \$1.9 Million

Industry engagement included:

- Continued support, investment and engagement in the Alliant Energy Center Master Plan Implementation and Destination District initiative.



WHAT WE ARE TALKING ABOUT

PRODUCT DEVELOPMENT

- Destination District Vision Strategy
- Nolen Waterfront project engagement
- Sports Product Development: May 1, 2019 Panel

FUTURE EVENTS

- Democratic National Convention
- Golden Age Games

INDUSTRY ADVOCACY

Support Gov. Evers
Recommendations:

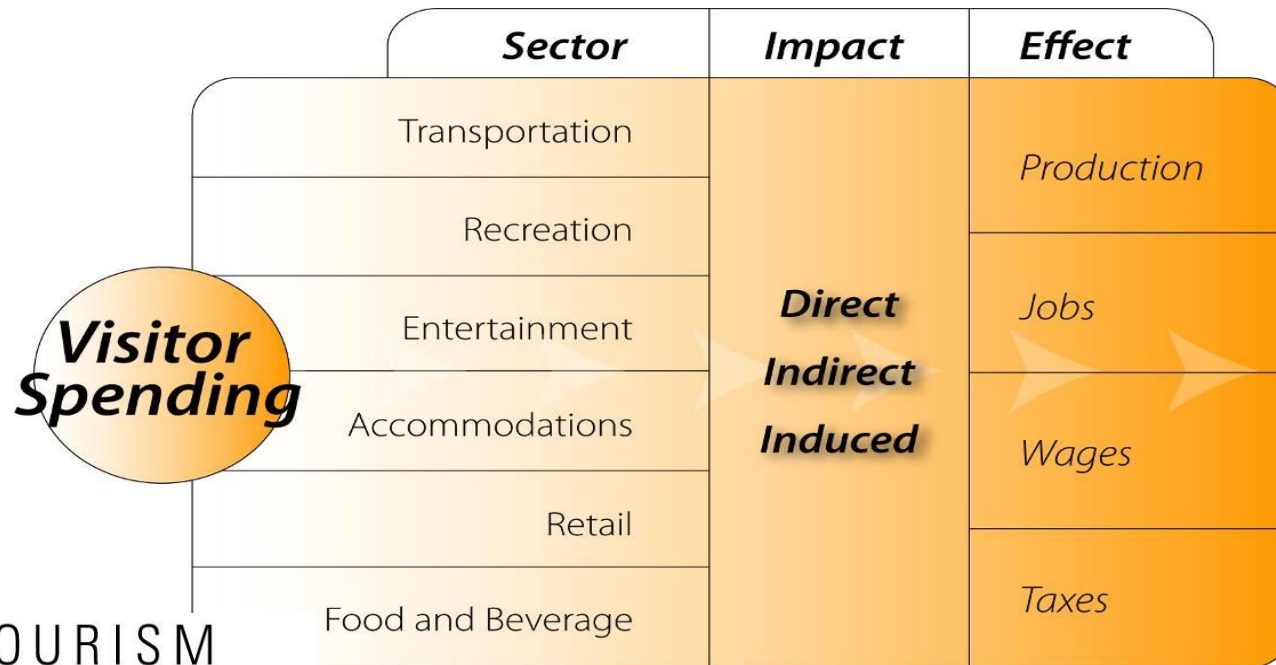
- \$30 MIL for Alliant Energy Center Exhibit Hall Expansion
- \$5 MIL for Dept. of Tourism
- Confirm: Secretary of Tourism Sara Meaney



VISITOR SPENDING 2018

How visitor spending generates impact

- Travelers create **direct economic value** within a discrete group of sectors (e.g. recreation, transportation). This supports a relative proportion of jobs, wages, taxes, and GDP within each sector.
- Directly affected sectors purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called **indirect impacts**.



- **Induced impact** is generated when employees whose incomes are generated either directly or indirectly by tourism, spend those incomes in the local economy.

DANE COUNTY VISITOR SPENDING: 2013-2018

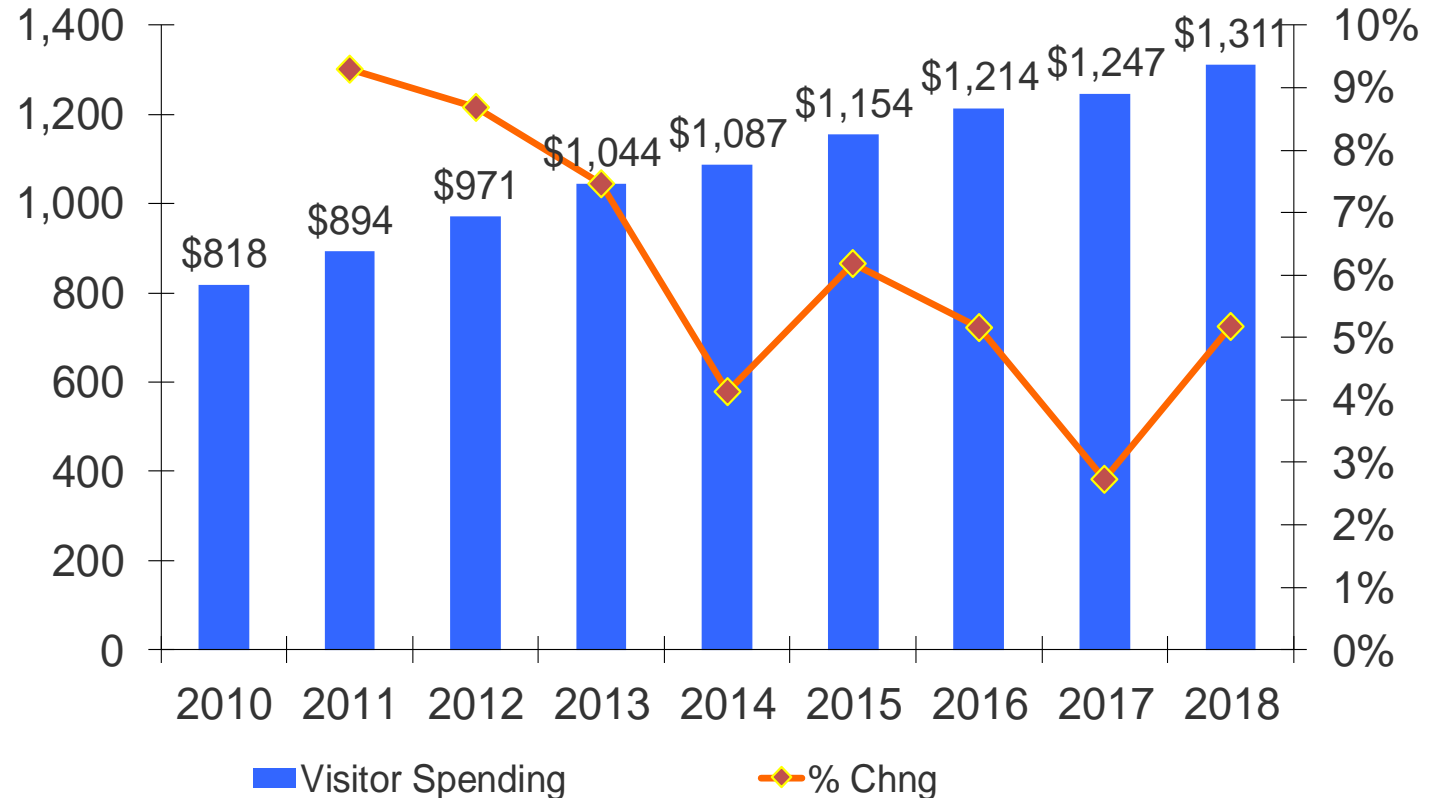
Visitor spending grew 5.2% in 2018, reaching \$1.3 billion.

Visitor spending growth has averaged 4.7% annually since 2013.

Lodging sales have grown by more than \$85 million since 2013.

Tourism Industry Sales

US\$ Millions



Source: Tourism Economics



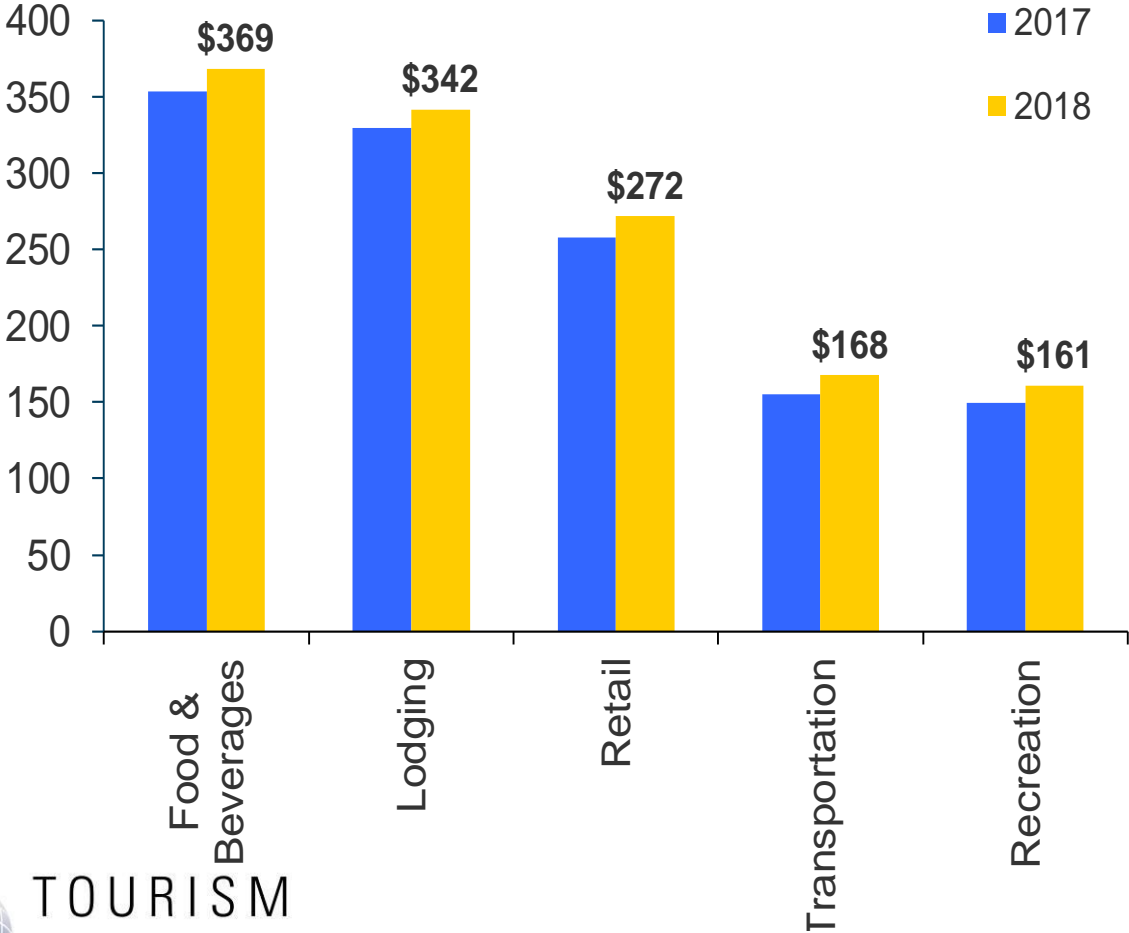
VISITOR SPENDING IMPACT

Visitor Spending and Impacts Dane County

Spending Category	Millions				Pch Change
	2015	2016	2017	2018	
Lodging	\$304.6	\$327.1	\$329.9	\$342.1	3.69%
Food & Beverages	\$318.4	\$339.5	\$354.0	\$368.6	4.11%
Retail	\$248.7	\$258.9	\$258.0	\$272.0	5.42%
Recreation & Entmt.	\$132.2	\$141.3	\$149.4	\$161.0	7.71%
Local Transportation	\$150.2	\$146.9	\$155.5	\$167.7	7.88%
Total	\$1,154.1	\$1,213.7	\$1,246.8	\$1,311.3	5.17%
Growth Rate		5.16%	2.73%	5.17%	

VISITOR SPENDING BY SECTOR: \$\$\$

\$ Million, 2018 values shown

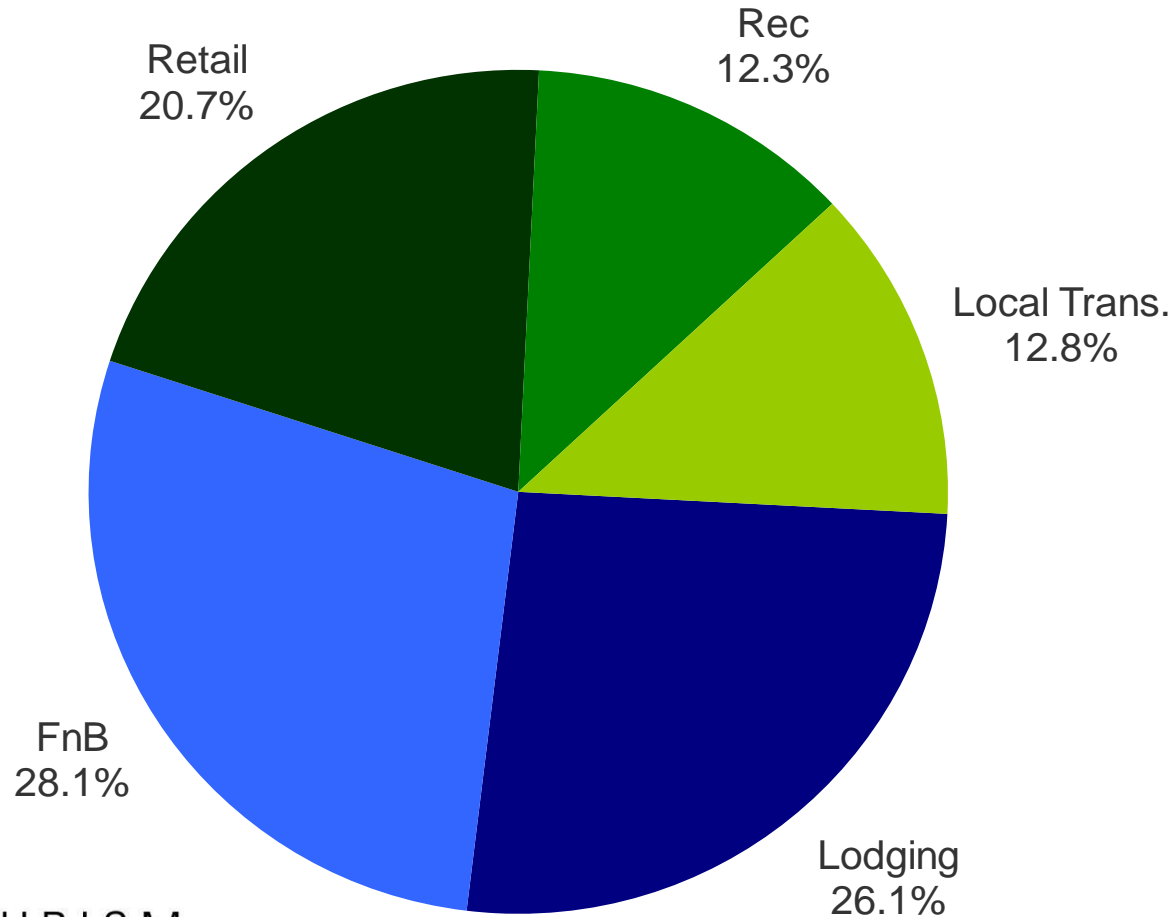


Travelers spent \$369 million on F&B and \$342 million in the lodging sector in 2018. The retail sector received \$272 million from visitors.



VISITOR SPENDING BY SECTOR: %

Visitor Spending by Sector

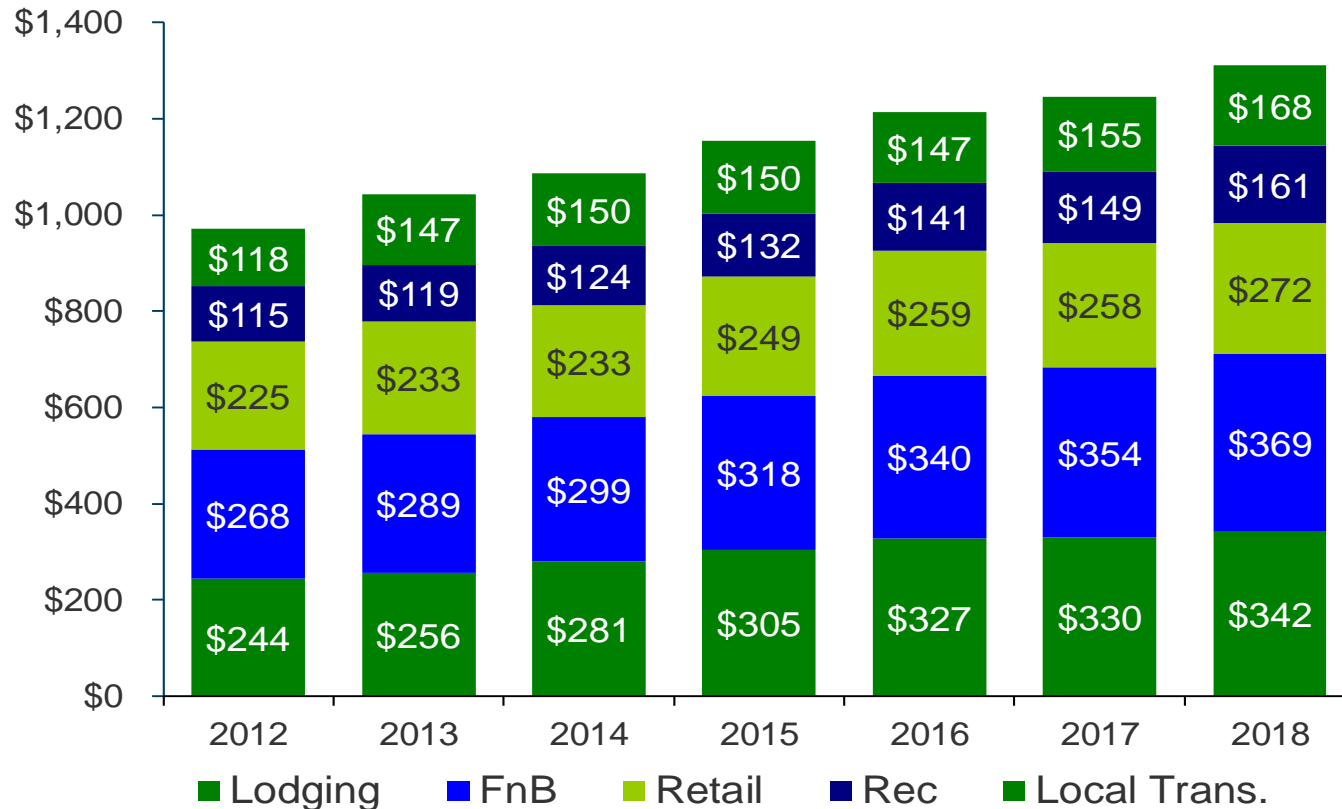


F&B purchases comprise 28% of the visitor dollar in Dane County; lodging spending following at 26%.

.21 of every visitor dollar is spent on retail purchases in Dane County in 2018.

VISITOR SPENDING BY SECTOR: \$\$\$

Visitor Spending
by Year, Millions of \$



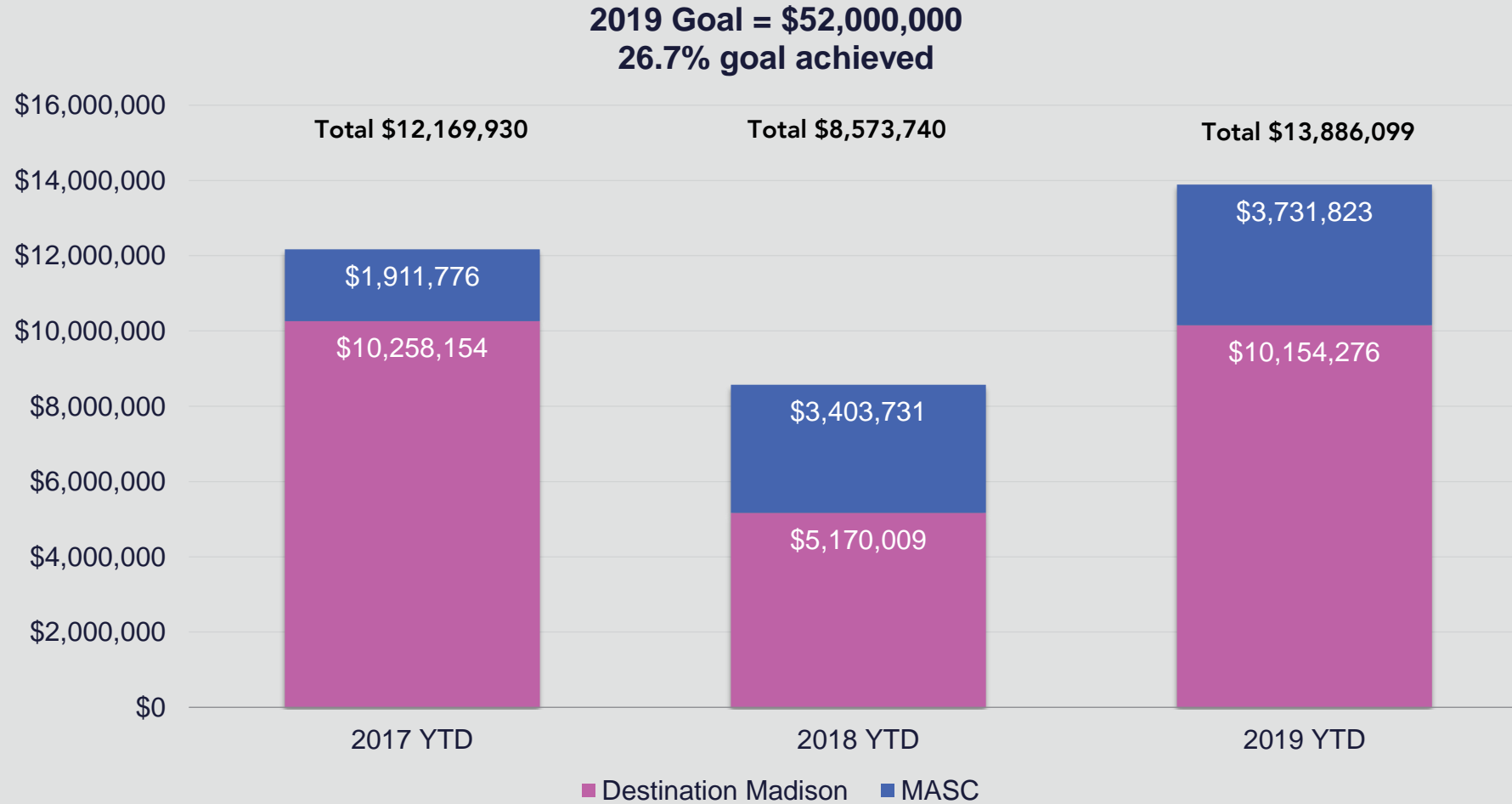
Visitor spending has increased by more than \$267 million since 2013; more than 60% of increase coming from lodging and, F&B spending.

Local transportation spending jumped in 2018 as gas prices rose 20% over 2017 prices.



SALES

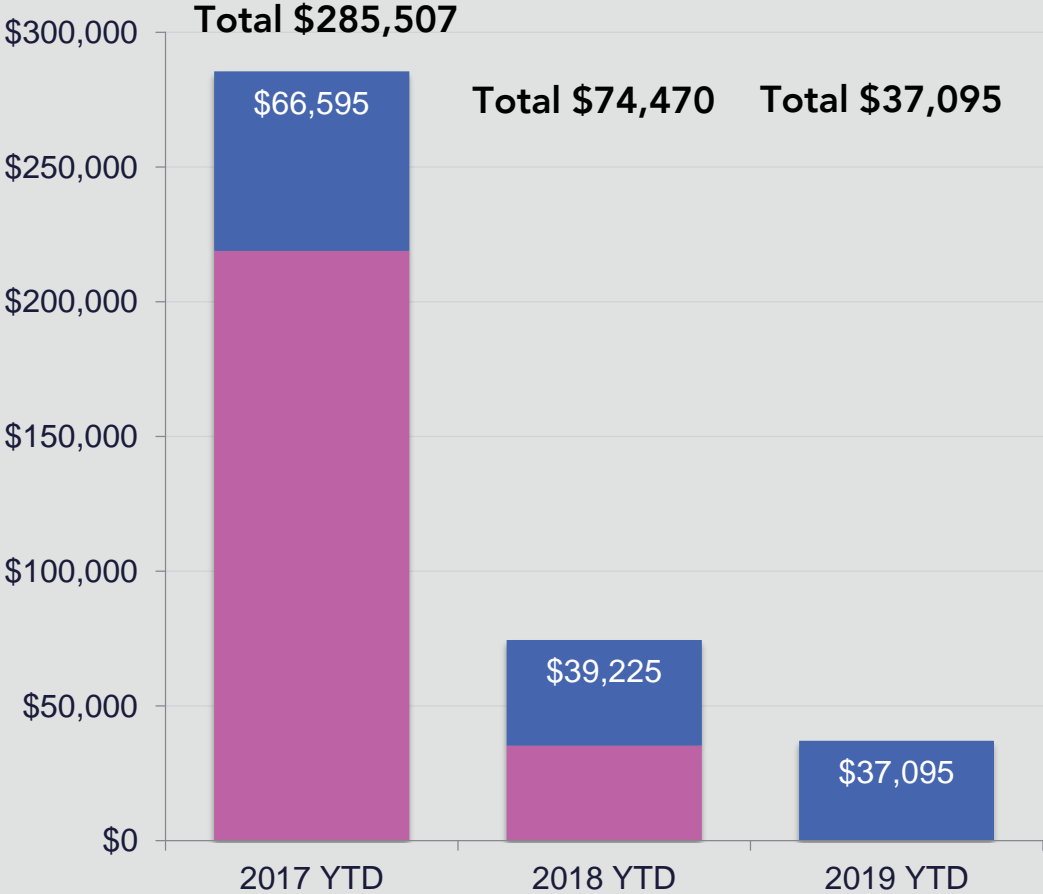
Q1 2019 DM & MASC DIRECT SPENDING FUTURE EVENTS



DM & MASC CONTRACT REVENUE GENERATED

Monona Terrace Contract Revenue 2019 Goal: \$705,000

■ Destination Madison ■ MASC



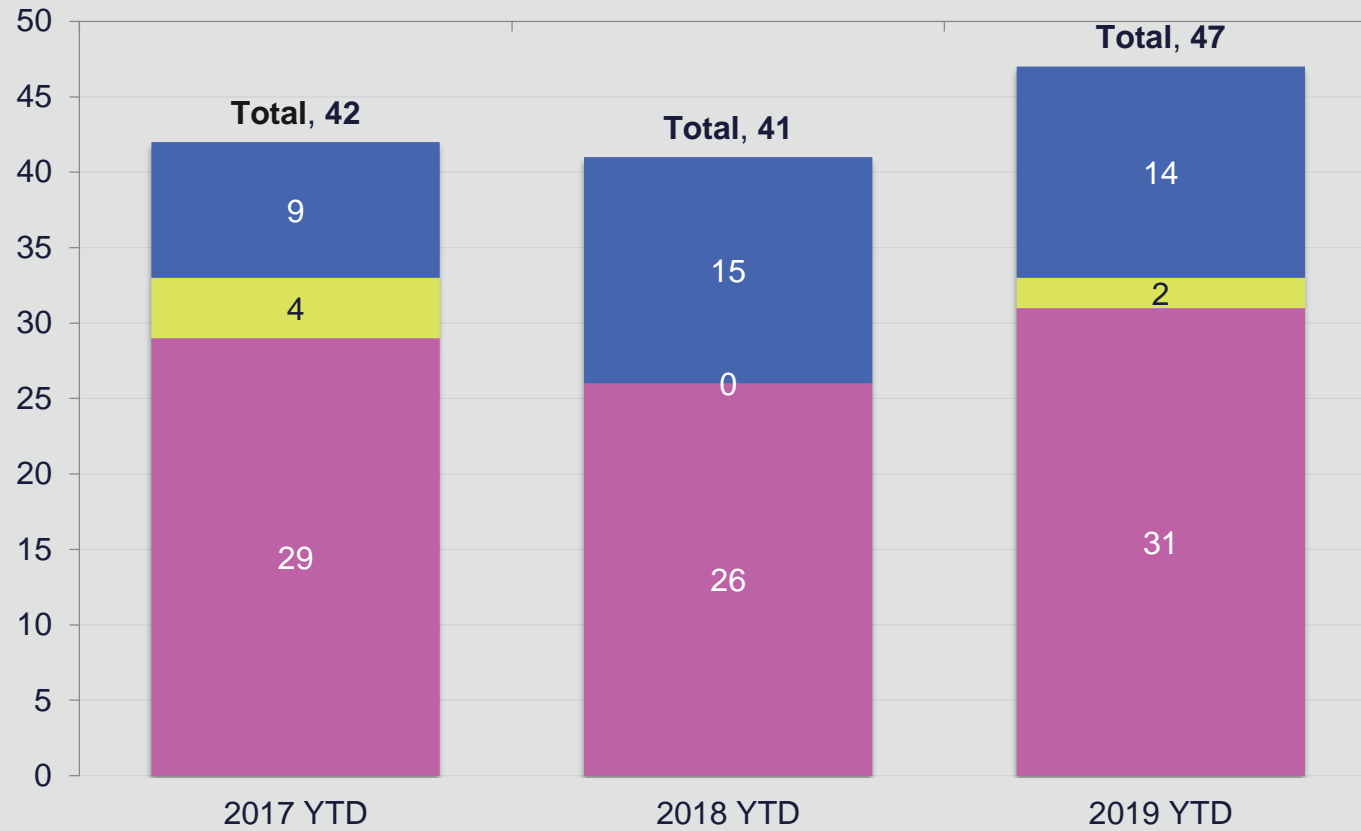
CONTRACTS DEFINITE SINCE THE END OF Q1 2019							
New or Non-Annual	Account Name	Lead Name	Event Start Date	Total Rooms	Attend	Direct Spending	Contract Revenue
Non-Annual	Solution Tree	2020 PLC Institute	10/20/2020	1,215	1,500	\$793,893	\$44,650
	Symp on Rsrch in Child Language Disorders	41st Annual Conference - 2020	5/28/2020	580	300	\$165,961	\$5,933
	Destination Madison Contracts Definite post Q1 2019 = 2			1,795	1,800	\$959,854	\$50,583

DM & MASC – BUSINESS PENDING OR GOING TO CONTRACT

Account Name	Date: Month/Year	Total Rooms	Contract Revenue
Wi Housing & Economic Dev Auth	Sep 2020	235	\$12,425
Ironman	Sep 2020	4,450	\$31,577
LeMans	Aug 2020 – 2022 (3 years)	4,050	\$145,500
MBLGTACC	Feb 2021	1,000	\$35,643
Cognitive Development Society	Oct 2021	825	\$30,321
National Assn of 4-H Extension Agents	Oct 2022	2,385	\$70,254
Total		12,945	\$325,720

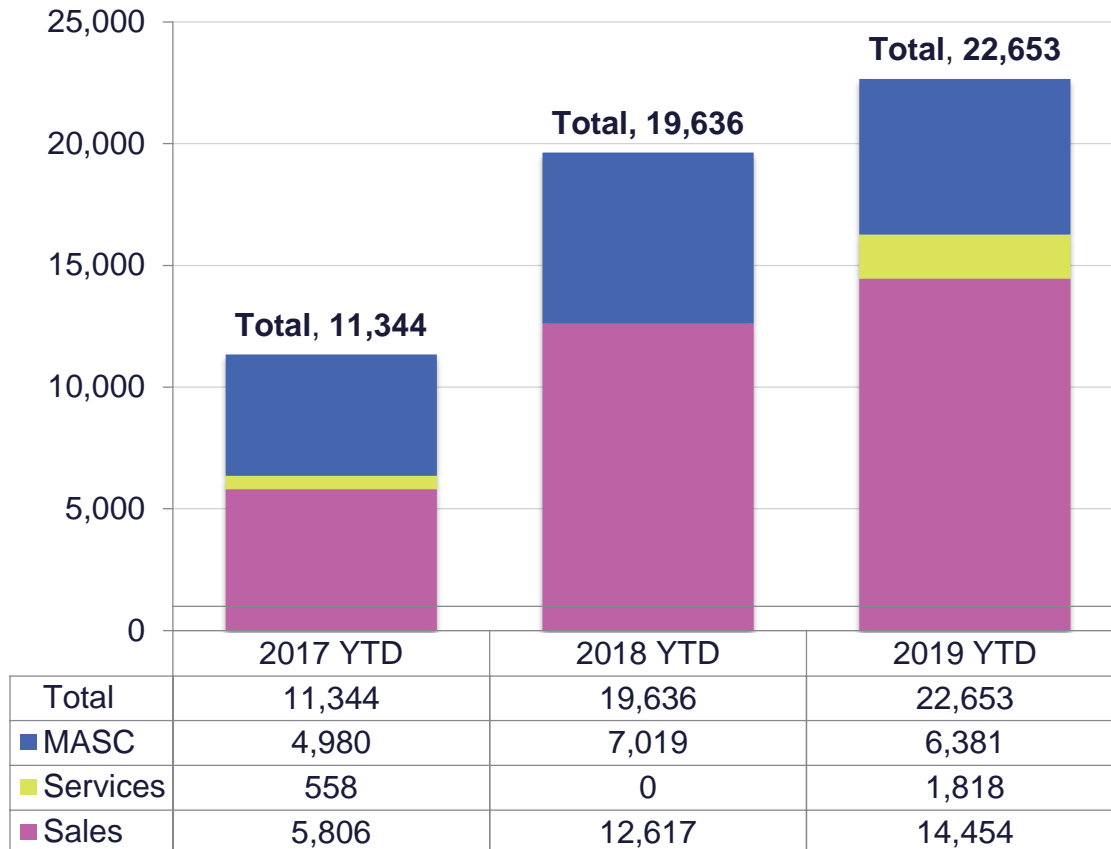
ALL DM & MASC CONFIRMED EVENTS

Total ■ MASC ■ Services/Sales ■ Convention Sales



2019 TOTAL CONTRACTED ROOM NIGHTS FOR DM & MASC

2019 Goal = 104,750
21.63% goal achieved



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

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

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

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



Q1 CONVENTION SALES ACTIVITIES

Trade Shows and Market Segment Activities:

January

- PCMA Convening Leaders – Pittsburgh, PA

February

- AMCI – Austin, TX
- CSPI Annual Meeting – Washington, DC
- Destinations Showcase Tradeshow – Washington, DC
- CESSE Mid-Winter – Kiawah Islands, FL
- Connect Chicago – Chicago, IL

March

- Conference Direct Annual Partner Meeting – Atlanta, GA
- Connect Diversity – Birmingham, AL

Strategic Sales Activities:

- 8 Site Visits
- 56 BYM&EH Connections



WHAT'S NEXT

Trade Shows and Market Segment Activities:

April

- Destinations Celebrations Event – Minneapolis
- Destinations Celebrations Event – Kansas City
- Hay Adams Lunch – Washington, DC

May

- Connect NYC – New York
- HelmsBriscoe ABC – Houston
- Philadelphia PCMA – Philadelphia

June

- DC Meets Madison - Chamber event in DC
- DC Sales Calls
- National Association of Consumer Shows – New Orleans

WHAT'S NEXT

Sales Strategies and Tactics:

- One City. One Contract. roll out
- Madison Solution Network roll out
- Welcome new Convention Sales Manager on May 20
- Fill new convention sales position
- Leverage Professional Convention Management Association Knowledge exchange partnership
 - Friday Nov 8th 9:00 a.m. – 3:00 p.m.
 - Tagging on a Familiarization Trip Nov 8-10
- Coordinate Wisconsin competitive set city tours
- Further development of Geographic Markets

WHAT'S NEXT

One City. One Contract.

- News releases sent - three info requests so far.
- (8) PCMA News Junkie banner ads
- (6) PCMA Engage Newsletter
- Full page ad in an upcoming WI MPI publication.
- Finalizing a digital media plan
- Association Forum sponsorship in Chicago
- Featured at tradeshow and sales trips
- CRM email campaign
- Conduct contract training class

The screenshot shows a news article from PCMA News Junkie. At the top, there is a logo for 'pcma NEWS JUNKIE BUSINESS EVENTS NEWS' and a link to 'Subscribe'. Below the logo is a banner for 'destination madison' with the slogan 'ONE CITY. ONE CONTRACT.' and a photo of a cityscape. The main heading of the article is 'meetings + events'. The article title is 'DESTINATION MADISON COLLABORATES WITH LOCAL HOTELS TO CREATE A SINGLE CONTRACT FOR MEETING PLANNERS'. The author is 'BY KASSIDY TARALA' and it was 'POSTED APRIL 11, 2019'. The main image is a large outdoor event space with many people and colorful umbrellas. Below the image is the 'MIDWEST MEETINGS' logo with the tagline 'Your Resource for meetings in the Midwest'. The article is categorized under 'LATEST HOTELS/RESORTS NEWS...' and has the title 'INNOVATIVE HOTEL COLLABORATION LAUNCHES DESTINATION MADISON "ONE CITY. ONE CONTRACT." PROGRAM FOR MEETING PROFESSIONALS'. It was published on '4/8/2019' and has '0 Comments'. A small photo of a cityscape is visible at the bottom of the article.

MARKETING

LEISURE | WINTER CAMPAIGN

Madison Hotel Week

- 15 hotels participated (lowest to date)
- 525 room nights (highest to date)
- Digital Reach
 - Travel Wisconsin, Chicago Tribune, Rockford Register Star, Daily Herald & Spotify
- Website
 - Page views: 12,345
 - Sessions: 8,530
 - % New Sessions: 74.21%
 - Avg. Time on Page: 4:45



LEISURE | NEW INITIATIVE

608 Day

- June 8
- Celebrating all that is great about Greater Madison
- Website will feature events, deals, behind-the-scenes tours, live music, experiences, \$6.08 deals
- Currently live online soliciting partner participation



PR &
COMMUNICATIONS

Q1 PR & COMMUNICATIONS HIGHLIGHTS

Chicago Tribune

Make it a winter weekend in Madison for a quick, no-fuss getaway



A three-hour drive from Chicago, Wisconsin's state capital is an ideal weekend getaway — even in winter. Here's how to sample the old and the new.

By **Katherine Rodeghier**
Chicago Tribune

FEBRUARY 8, 2019, 8:25 AM | MADISON, WIS.

Looking for an easy weekend escape mixing some urban adventures with a luxury hotel stay and memorable meals? Look northwest to Madison, Wis., a three-hour drive from Chicago, this winter.

3 2019 Top 100 Best Places to Live

Madison, WI

Population: 243,122



- Media Mentions: 1,800
- Reach: 8.1 million
- Media Value: \$1.9 million

destination
madison



MASC

MASC MARKETING HIGHLIGHTS

- Morning Sports Report Update
- WIAA Boys Basketball
 - Marketing Campaign
 - Welcome Program



MASC SOCIAL MEDIA HIGHLIGHTS

 **Madison Area Sports Commission** is 😊 feeling proud in Madison, Wisconsin.
Published by Ellen Larson [?] · March 9 · 🌐

Amazing news! IRONMAN Wisconsin has received several 2018 IRONMAN Athlete Choice Awards, including #1 for Overall Run Experience! 🏆🏃



IRONMAN.COM
2018 Athlete Choice Awards - IRONMAN
Find out if your favorite race made the cut...and discover a new IRONMA...



 **madisonwisports** · Follow
Alliant Energy Center

madisonwisports The @crossfit Open starts TODAY! 🙌
*
*
The top 20 overall finishers will compete in the @crossfitgames in Madison this August!
*
*
📷: @flsportsguy 🐦: @sarasigmunds

madisonwisports #madisonsports
#visitmadison #crossfit #crossfitgames
#seeyouinmadison
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49 likes
FEBRUARY 21
Log in to like or comment. ...



Q1 PR & COMMUNICATIONS MASC HIGHLIGHTS

Q1 Activities

- Promoting MASC Youth Grant – Focusing on Programs Impacted by 2018 Flooding
- Working with National Veterans Administration on Golden Age Games Media Outreach
- Interviews with Leading Sports Events Publications

Q2 Planning

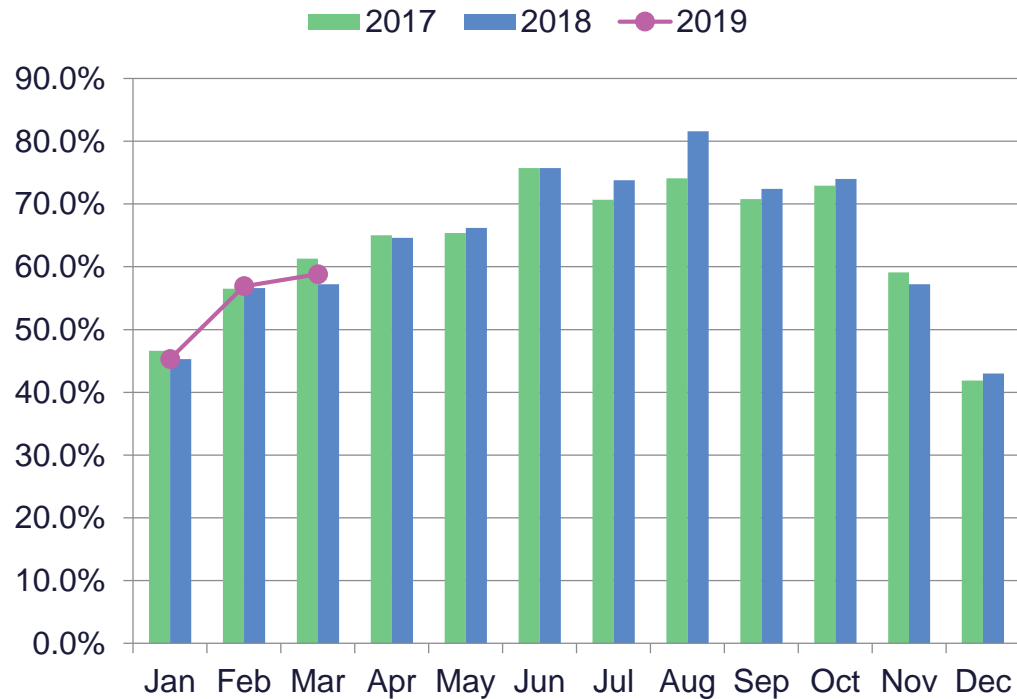
- Developing and Implementing Media Pitches for 2019 CrossFit Games
- Highlighting Sports Events in Madison and Partner Communities



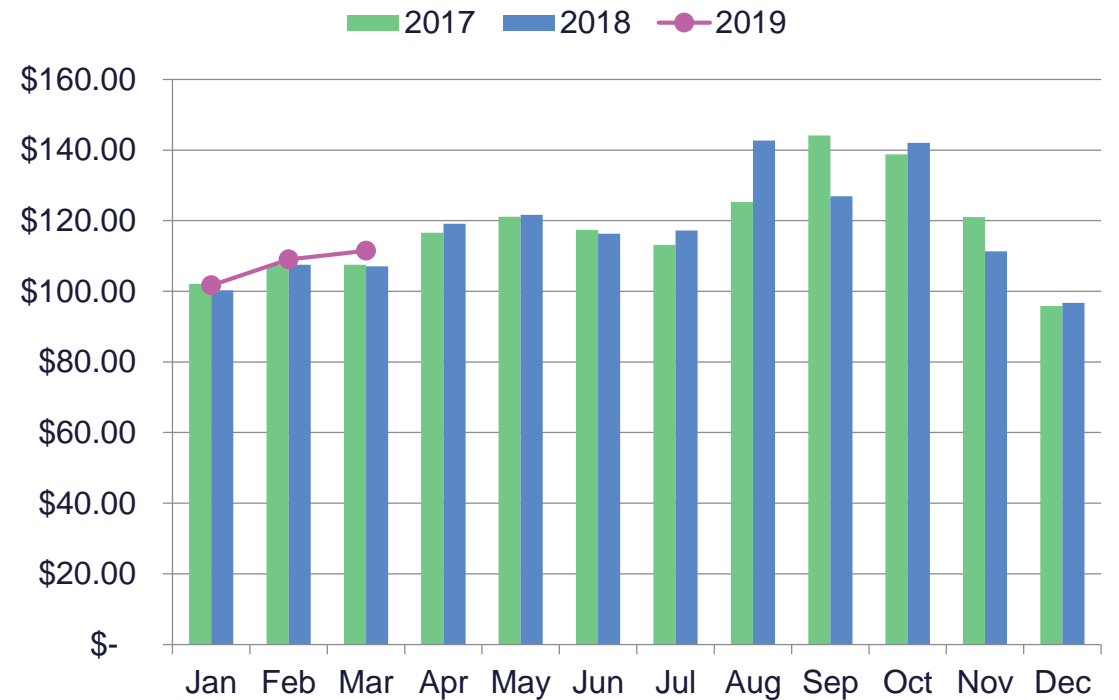
APPENDIX

MADISON- MARKETWIDE

OCCUPANCY RATE



AVERAGE DAILY RATE



2019 Q1 DESTINATION MADISON & MASC DEFINITE CONTRACTS FOR MONONA TERRACE

New or Non-Annual	Account Name	Lead Name	Event Start Date	Total Rooms	Attend	Direct Spending	Contract Revenue
	CrossFit, Inc.*	2019 CrossFit Games	7/25/2019	21,561	35,000	\$10,275,816	\$11,765
	Madison Festivals Inc	2019 Run Madtown	5/24/2019	1,104	4,500	\$406,074	\$4,845
	Gymfinity Children's Activity Center	2020 Dairy Aire Gymnastics Invitational	2/21/2020	450	4,000	\$289,003	\$20,485
MASC Monona Terrace contracts definite* Q1 = 3				23,115	43,500	\$10,970,893	\$37,095

* Contract does not count toward Contract Revenue Goal because event is not based at Monona Terrace



DESTINATION MADISON PENDING & POST-QUARTER DEFINITE CONTRACTS FOR MONONA TERRACE

Pending Contracts

New or Non-Annual	Account Name	Lead Name	Event Start Date	Total Rooms	Attend	Direct Spending	Contract Revenue
	WI Housing and Economic Dev Authority	2020 WHEDA Conference	9/22/2020	235	1,000	\$160,384	\$12,425
New	Cognitive Development Society	12th Biennial Conference-2021	10/20/2021	825	900	\$573,210	\$30,321
Destination Madison Contracts Pending = 2				1,060	1,900	\$733,594	\$42,746

Contracts definite since the end of Q1 2019

New or Non-Annual	Account Name	Lead Name	Event Start Date	Total Rooms	Attend	Direct Spending	Contract Revenue
Non-Annual	Solution Tree	2020 PLC Institute	10/20/2020	1,215	1,500	\$793,893	\$44,650
	Symp on Rsrch in Child Language Disorders	41st Annual Conference - 2020	5/28/2020	580	300	\$165,961	\$5,933
Destination Madison Contracts Definite post Q1 2019 = 2				1,795	1,800	\$959,854	\$50,583

MASC PENDING CONTRACTS FOR MONONA TERRACE

Pending Contracts

New or Non-Annual	Account Name	Lead Name	Event Start Date	Total Rooms	Attend	Direct Spending	Contract Revenue
	World Triathlon Corporation	IRONMAN Wisconsin 2020	9/8/2020	4,450	14,800	\$2,649,427	\$31,577



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
L & L Exhibition Management	2019 Madison Home Expo	1/10/2019	100	9,200	\$805,803	\$42,452
Wisconsin School Counselor Association	Annual Conference 2019	2/4/2019	895	1,100	\$549,304	\$24,664
L & L Exhibition Management	2019 Madison Build, Remodel & Landscape	2/6/2019	125	8,000	\$715,679	\$30,762
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 Annual 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
Badger Bay Management Company	2019 Doctor Day Room Block	4/30/2019	40	475	\$29,286	
Society for Advancement 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 Association	Annual Meeting 2019	5/13/2019	356	400	\$202,226	\$13,591
Symposium on Rsrch in Child Language Disorders	40th Annual Conference - 2019	6/5/2019	730	300	\$196,661	\$5,933



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
Toppers Pizza, Inc. World Headquarters	2019 Annual Convention	6/16/2019	398	400	\$194,786	\$8,555
United States Dragon and Lion Dance Fed	2019 Dragon & Lion Dance Championships	6/28/2019	84	450	\$218,919	\$10,215
World Assoc for Adv of Veterinary Parasitology	2019 WAAVP International Conference	7/5/2019	1,952	700	\$783,911	\$45,041
American Society of Pharmacognosy	2019 Annual Meeting	7/12/2019	1,414	600	\$698,026	\$37,167
CrossFit Foundation	2019 CrossFit Health Conference	7/29/2019				\$11,765
LeMans Corporation	Parts Unlimited & Drag Specialties Expo	8/21/2019	610	1,000	\$856,300	\$41,361
World Triathlon Corporation	IRONMAN Wisconsin 2019	9/3/2019	5,057	14,800	\$2,902,053	\$31,520
International Society for Cellular Therapy	ISCT Regional Conference 2019	9/10/2019	803	750	\$375,944	\$34,450
Wisconsin Section of Amer Water Works Assoc	Annual Meeting & Water Utility Expo 2019	9/10/2019	425	500	\$391,269	\$20,295
Wisconsin Housing and Economic Dev Authority	2019 WHEDA Conference	9/24/2019	195	1,000	\$148,783	\$12,395
Wisconsin Music Educators Association	Wisconsin State Music Conference 2019	10/23/2019	481	5,000	\$890,158	\$34,016
Madison Festivals Inc	2019 Madison Marathon	11/8/2019	339	8,000	\$494,398	\$2,550
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

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
Wisconsin Department of Tourism	Governor's Conference on Tourism 2020	3/15/2020	1,227	1,000	\$494,399	\$40,933
Mary Kay Inc	Career Conference 2020	3/25/2020	190	2,000	\$415,515	\$22,596
Pharmacy Society of Wisconsin	2020 Educational Conference	4/1/2020	470	400	\$163,433	\$12,193
Wisconsin Medical Society	2020 Annual Convention	4/16/2020	198	300	\$109,606	\$13,394
Wisconsin Nurses Association	34th Annual 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
American Astronomical Society	236th Meeting of the AAS	5/28/2020	1,894	750	\$771,386	\$77,922
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	
International Short Break Association	Biennial Conference 2020	6/15/2020	770	400	\$324,554	\$23,154
Uniform Law Commission	2020 Annual Meeting	7/6/2020	1,785	500	\$649,882	\$45,892
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 Meeting & Water Utility Expo 2020	9/15/2020	425	500	\$398,356	\$21,309
Brown Swiss Cattle Breeders' Assoc of USA	2020 Brown Swiss World Congress	9/29/2020	750	350	\$344,326	\$9,087
Wisconsin Music Educators Association	Wisconsin State Music Conference 2020	10/28/2020	481	7,000	\$1,095,534	\$35,718

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		
National Association for Campus Activities	2021 Northern Plains Regional Conference	4/6/2021	910	900	\$580,997	\$43,780		
AIA Wisconsin	Annual Convention 2021	5/4/2021	105	2,000	\$347,176	\$29,312		
National Assoc County Veterans Service Officers	NACVSO Training Conference 2021	6/3/2021	2,899	800	\$1,262,471	\$50,731		
Wisconsin Section of Amer Water Works Assoc	Annual Meeting & Water Utility Expo 2021	9/20/2021	264	500	\$332,722	\$19,145		
Wisconsin Music Educators Association	Wisconsin State Music Conference 2021	10/27/2021	481	7,000	\$1,120,811	\$37,504		
International Society for Computational Biology	Intelligent Systems for 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 Meeting & Water Utility Expo 2022	9/12/2022	264	500	\$337,377	\$20,102		
Wisconsin Music Educators Association	Wisconsin State Music Conference 2022	10/26/2022	481	7,000	\$1,146,518	\$39,381		
Wisconsin Section of Amer Water Works Assoc	Annual Meeting & Water Utility Expo 2023	9/11/2023	264	500	\$342,131	\$21,109		
Wisconsin Music Educators Association	Wisconsin State Music Conference 2023	10/24/2023	396	7,000	\$1,176,144	\$38,939		
Wisconsin Music Educators Association	Wisconsin State Music Conference 2024	10/22/2024	796	7,000	\$1,202,392	\$39,504		
Wisconsin Music Educators Association	Wisconsin State Music Conference 2025	10/29/2025	392	7,000	\$1,196,444	\$39,504		
			58 Events		49,433	125,090	\$34,371,591	\$1,720,359