



PERFORMANCE REPORT

January-December 2015

PERFORMANCE REPORT: Year End 2015

Year end results for 2015 for the Greater Madison Convention & Visitors Bureau (GMCVB) and Madison Area Sports Commission (MASC) reflect the following:

- Contracted for **146 future events** that are expected to generate **\$61.4 million** in direct spending (economic impact) in our communities.
- Generated **\$747,539** in contract revenue for Monona Terrace
- Received over **\$2.5** million in earned media through public relations efforts

PERFORMANCE REPORT: Year End 2015

We continued to pursue several strategic initiatives:

- Engaged in the product development conversations for a downtown Madison convention hotel (**Judge Doyle Square**)
- Continued involvement and support for the **Alliant Energy Center** Visioning Study
- Launched **Destination Visioning** project to assess our destination and define and align on what is needed for the future to ensure a healthy tourism economy

DESTINATION VISIONING: NEXT STEPS

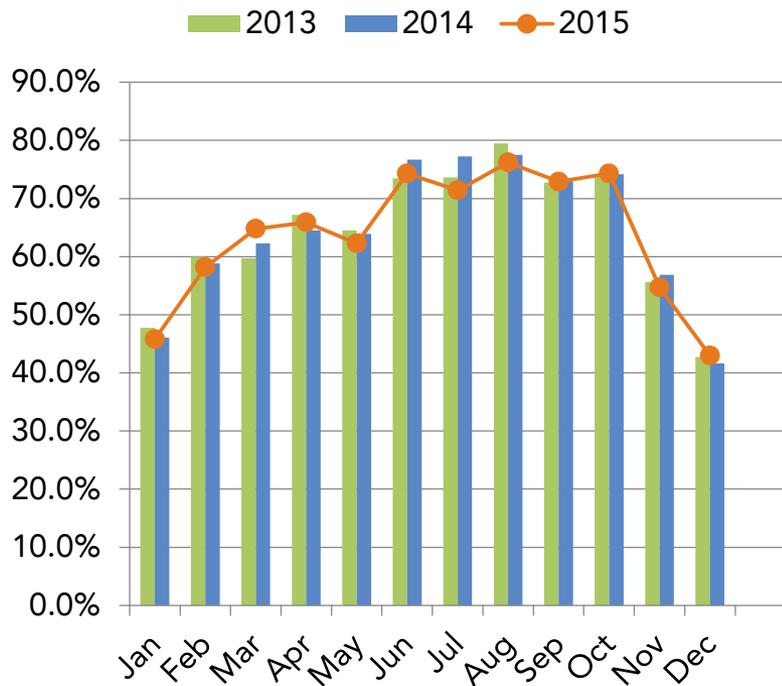
- Destination Vision and Strategy:
 - Market Scan and competitive assessment March
 - Focus Groups/Panels March
 - Interim Report May

- GMCVB Vision and Strategy:
 - Interviews April/May
 - Focus Groups/Panels May
 - Draft Plan June

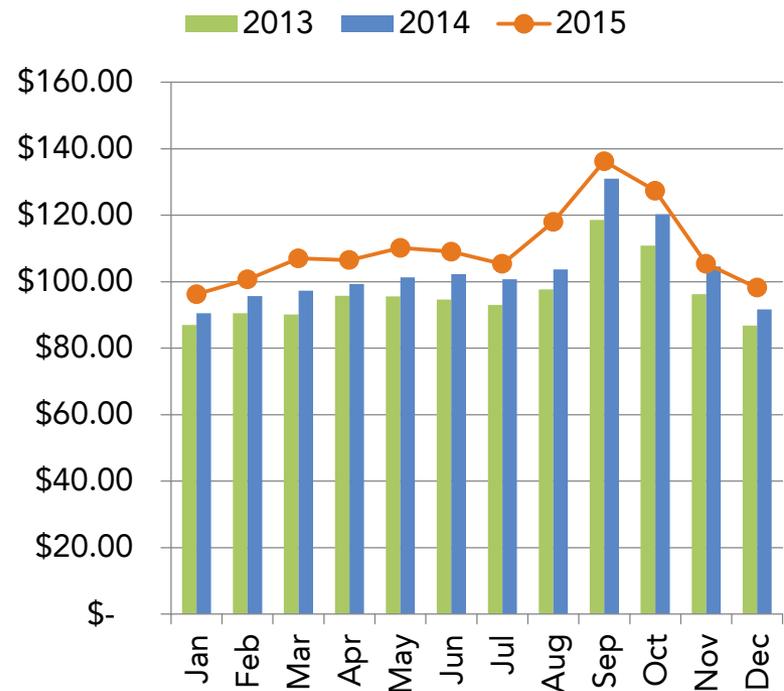
- Final Destination and GMCVB Vision July

INDUSTRY TRENDS: HOTEL OCCUPANCY AND AVERAGE DAILY RATE (ADR)

MADISON – MARKETWIDE OCCUPANCY

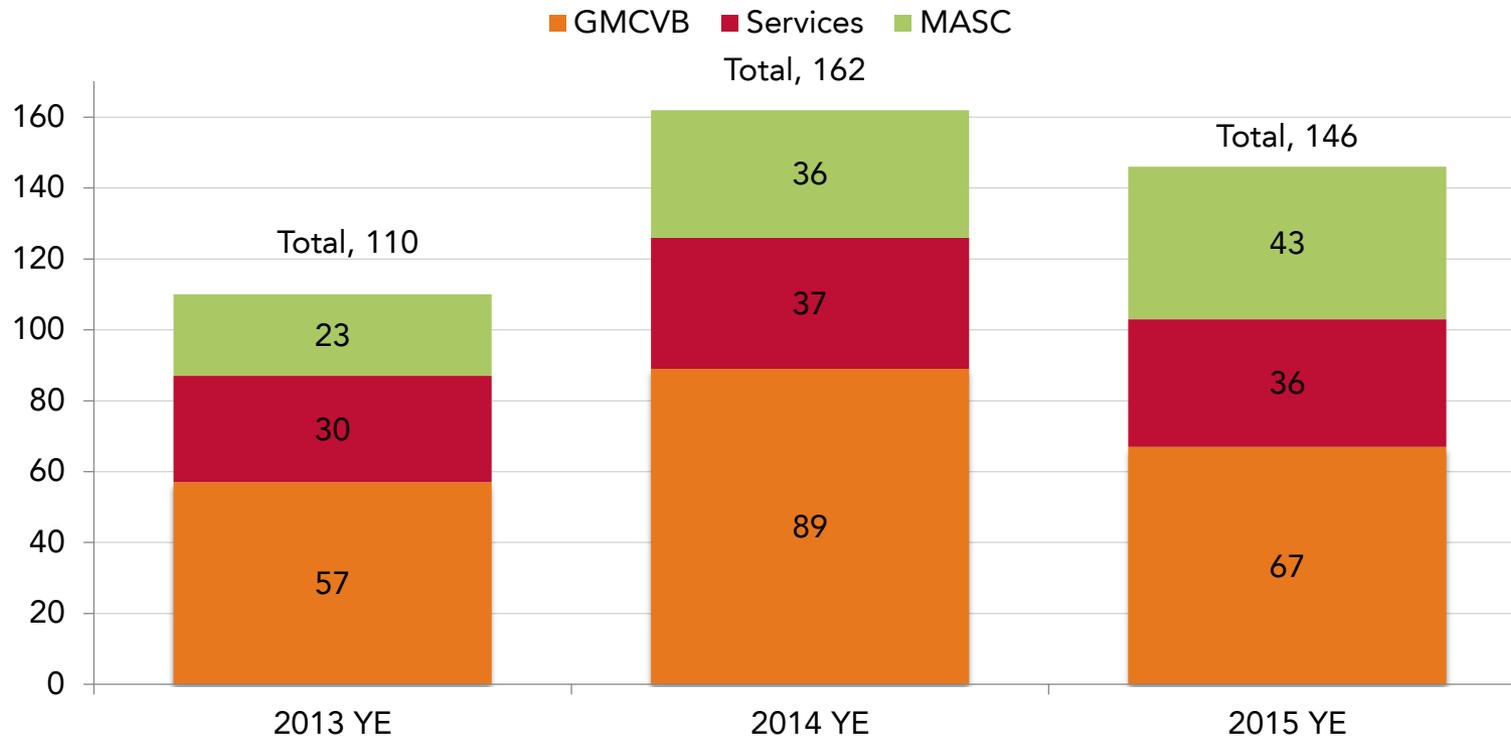


MADISON – MARKETWIDE ADR



Source: Smith Travel Research

CONVENTION SALES: ALL GMCVB & MASC CONFIRMED EVENTS

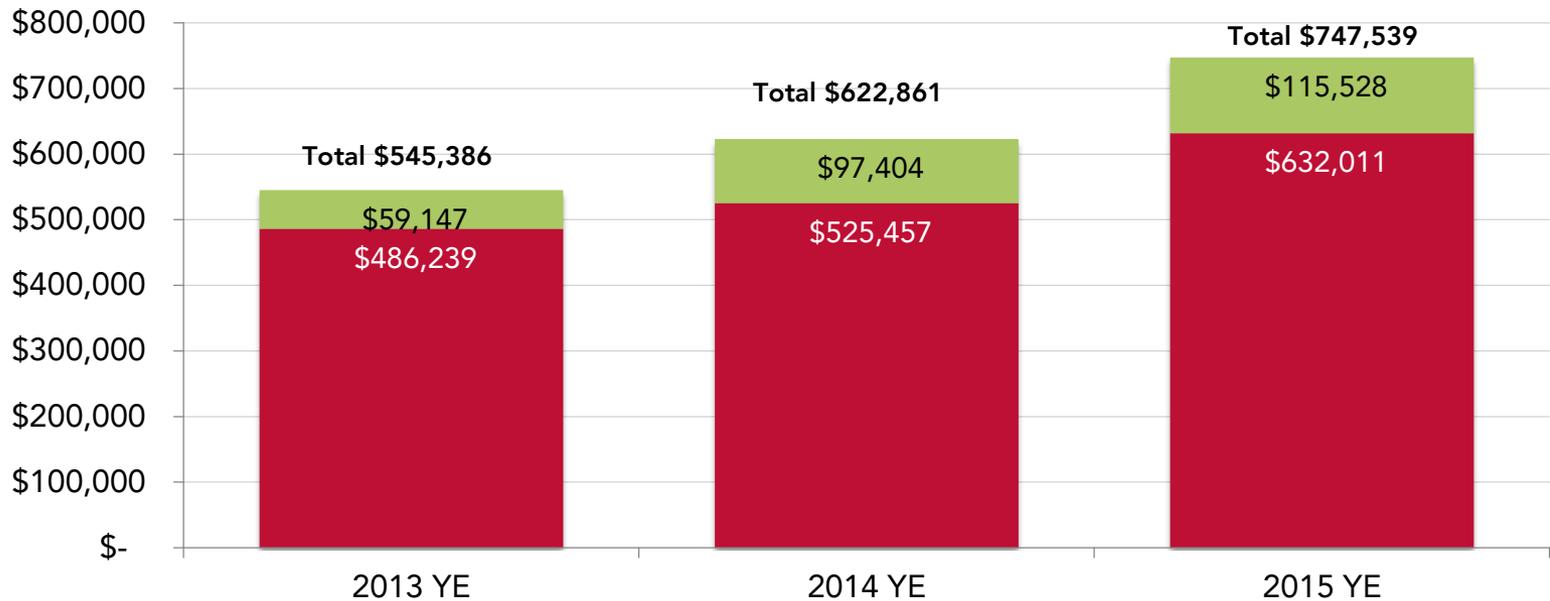


An event is considered confirmed when contracts for venue and hotels have been executed.

GMCVB & MASC MONONA TERRACE CONTRACT REVENUE

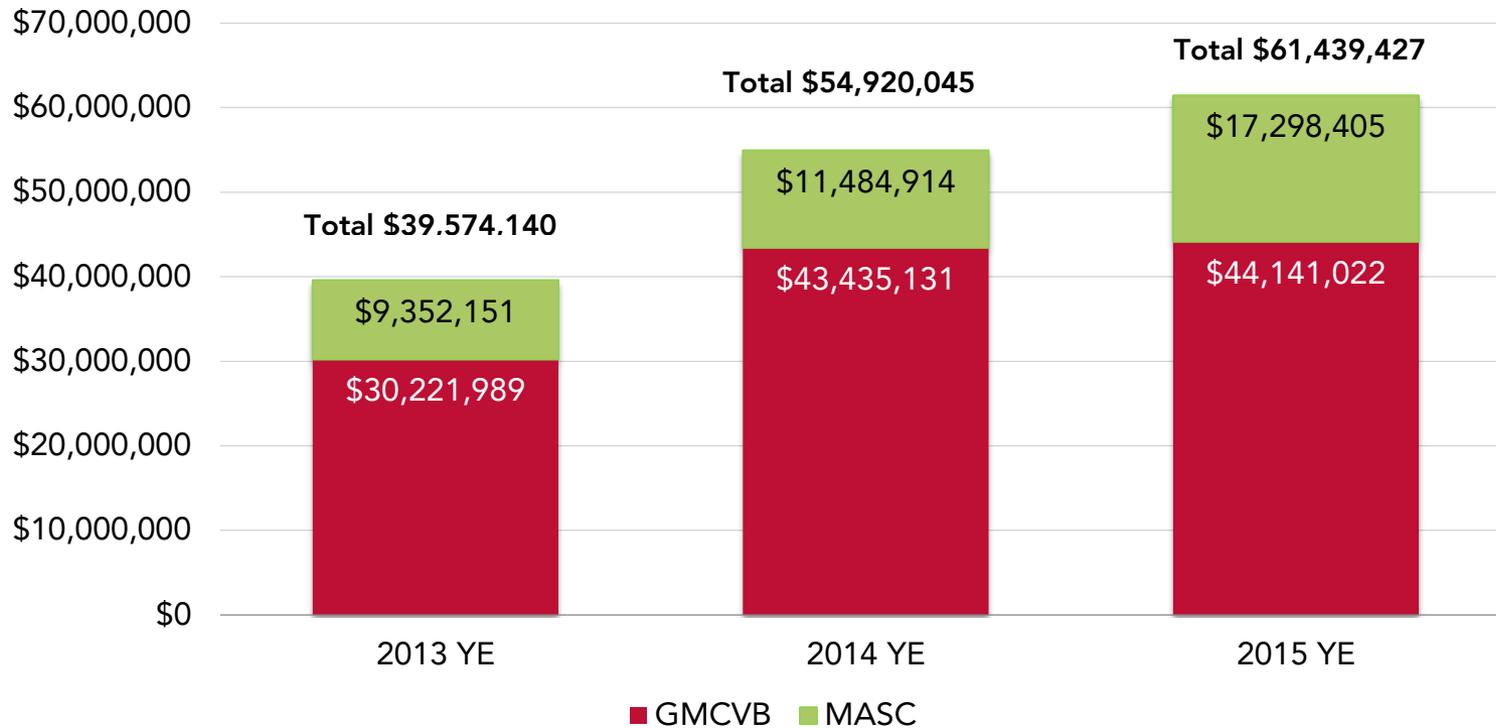
Monona Terrace Contract Revenue
Goal: \$745,000
100.34% goal achieved

■ GMCVB ■ MASC



This metric is a contract goal.

GMCVB & MASC DIRECT SPENDING FOR FUTURE EVENTS



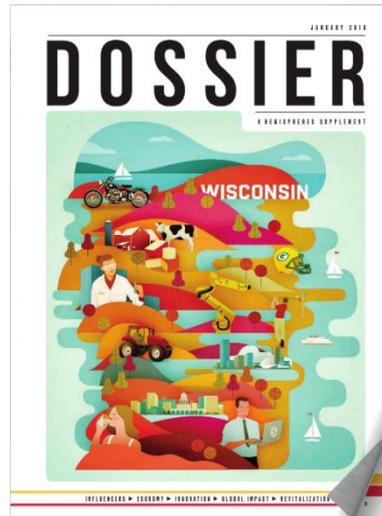
Direct spending reflects the economic impact that is anticipated from the conventions and events secured

PUBLIC RELATIONS



Top Ten Travel Worthy State Capital

The Most Livable Cities in America



Hemispheres Magazine WI Insert



MARKETING HIGHLIGHT: WEB SITE RELAUNCHED - DECEMBER 2015

MADISON
GOING > BEYOND > VISIT™

PLANNERS · PARTNERS · MEDIA · ABOUT US [f](#) [t](#) [i](#) [v](#) [52°](#) [q](#)
HOTELS · EVENTS · THINGS TO DO · RESTAURANTS · PLAN YOUR TRIP



CRUISE THE CAP CITY
Whatever the weather, you can bet we'll be biking

FOOD & DRINK EVENTS GET ACTIVE ARTS & CULTURE

MARKETING HIGHLIGHT: LEISURE CAMPAIGN



- Promoted Q4 2015 – Q1 2016
- 22 participating properties, Food Fight partnership
- Key PR/Media Coverage:
 - Midwest Living
 - Washington Post
 - WKOW Morning Show

KEY CONVENTIONS & EVENTS 2016 MILESTONES

- IRONMAN Wisconsin 2016 15th anniversary (Sept 11 2016)
- 50th Anniversary World Dairy Expo (Oct 4-8)

Q2 2016: KEY CONVENTIONS & EVENTS

APRIL:

- 2016 NACA Northern Plains Regional Conference: National Association for Campus Activities –
 - Monona Terrace, 800 attendees, April 7-10
- Wizard World Con
 - Alliant Energy Center, 10,000 attendees, April 8-1
- EPIC XGM Week 1&2
 - EPIC campus, 6,300 attendees, April 11-15 & April 19-22

MAY:

- Annual Meeting 2016: Central States Water Environment Association-
 - Monona Terrace, 400 attendees, May 17-20

JUNE:

- 2016 National Farm to Cafeteria Conference: National Farm to School Network -
 - Monona Terrace, 1,300 attendees, June 1-4
- 21st Topical Conference on High Temperature Plasma Diagnostics –
 - Monona Terrace, 300 attendees, June 5-9

APPENDIX

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ALL 2015 **GMCVB** CONFIRMED EVENTS FOR MONONA TERRACE

New or Non-Annual	Definite Contracts	Mtg Date	Rm Nts	Attend	Direct Spend	Contract Revenue
	Symposium on Research in Child Language Disorders	6/9/2016	490	300	\$190,313	\$5,736
	Wisconsin Housing and Economic Development Authority	11/16/2015	60	600	\$80,430	\$10,530
	Wisconsin Music Educators Association	10/23/2019	481	5,000	\$469,872	\$34,016
	LeMans Corporation	8/22/2016	1,600	1,000	\$811,982	\$46,748
	Wisconsin Music Educators Association	10/28/2020	481	7,000	\$1,095,534	\$35,718
	Wisconsin Music Educators Association	10/27/2021	481	7,000	\$1,120,811	\$37,504
	Wisconsin Music Educators Association	10/26/2022	481	7,000	\$1,146,518	\$39,381
Non-annual	American Society of Heating, Refrigeration & Air Conditioning	4/28/2016	100	200	\$90,375	\$5,736

ALL 2015 **GMCVB** CONFIRMED EVENTS FOR MONONA TERRACE

New or Non-Annual	Definite Contracts	Mtg Date	Rm Nts	Attend	Direct Spend	Contract Revenue
	L&L Exhibition Management	1/5/2017	60	8,0000	\$695,652	\$35,205
	L&L Exhibition Management	2/8/2017	50	8,0000	\$679,221	\$29,061
New	National Farm to School Network	5/31/2016	2,400	1,300	\$1,011,359	\$30,575
New	North American Assoc. for Environmental Education	10/16/2016	1,716	1,000	\$1,021,398	\$55,389
New	American Meteorological Society	8/31/2016	1,184	375	\$492,274	\$23,100
New	Cryogenic Engineering Conference	7/9/2017	1,845	800	\$877,151	\$59,253
	AIA Wisconsin	5/7/2019	200	2,000	\$338,000	\$28,712
Non-Annual	High Temperature Plasma Diagnostics	6/5/2016	930	300	\$353,065	\$12,585
	WI Housing & Economic Dev. Auth.	11/31/2016	60	600	\$80,492	\$12,010
New	American Society of Pharmacognosy	7/13/2019	1,414	600	\$698,026	\$37,167
New	ASLO (formerly Assoc for the Sciences of Limnology and Oceanography)	6/6/2020	2,900	900	\$1,313,134	\$83,206
New	Pharmacy Society of Wisconsin	4/6/2017	90	250	\$60,758	\$10,180
20 Definite Contracts			16,933	52,225	\$12,620,163	\$632,011

ALL 2015 **MASC** CONFIRMED EVENTS FOR MONONA TERRACE

New or Non-Annual	Definite Contracts	Mtg Date	Rm Nts	Attend	Direct Spend	Contract Rev
	USA Climbing	1/22/2016	727	1,500	\$662,073	\$52,860
	Gymfinity Children's Activity Center	2/26/2016	100	1,200	\$126,558	\$14,164
	World Triathlon Corporation	9/6/2016	7,572	30,000	\$4,244,405	\$32,369
	Madison Festivals Inc.	5/27/2016	539	4,500	\$248,295	\$5,780
	Madison Festivals Inc.	11/12/2016	559	8,000	\$493,038	\$10,455
	5 Definite Contracts		9,497	45,200	\$6,015,661	\$115,528

MONONA TERRACE – GMCVB & MASC CONFIRMED EVENTS 2015

2015 Meetings	Meeting Start Date	Room Nights	Attendance	Direct Spending	Contract Amount
L & L Exhibition Management	1/8/2015	55	9,200	\$532,180	\$41,101
USA Climbing	1/29/2015	1,236	1,500	\$331,935	\$19,925
Wisconsin School Counselor Association	2/16/2015	765	1,200	\$563,646	\$20,586
Wisconsin Wetlands Association	2/24/2015	95	250	\$111,676	\$7,789
Gymfinity Children's Activity Center	2/27/2015	50	1,000	\$237,235	\$14,058
Mary Kay Inc	3/18/2015	202	2,000	\$303,940	\$20,290
Arrowhead Conferences and Events	3/25/2015	189	500	\$128,916	\$8,207
Central States Water Environment Association	4/6/2015	30	150	\$20,270	
Pharmacy Society of Wisconsin	4/8/2015	65	250	\$80,320	\$9,792
National Association for Campus Activities	4/15/2015	798	800	\$455,000	\$42,733

MONONA TERRACE – GMCVB & MASC CONFIRMED EVENTS 2015

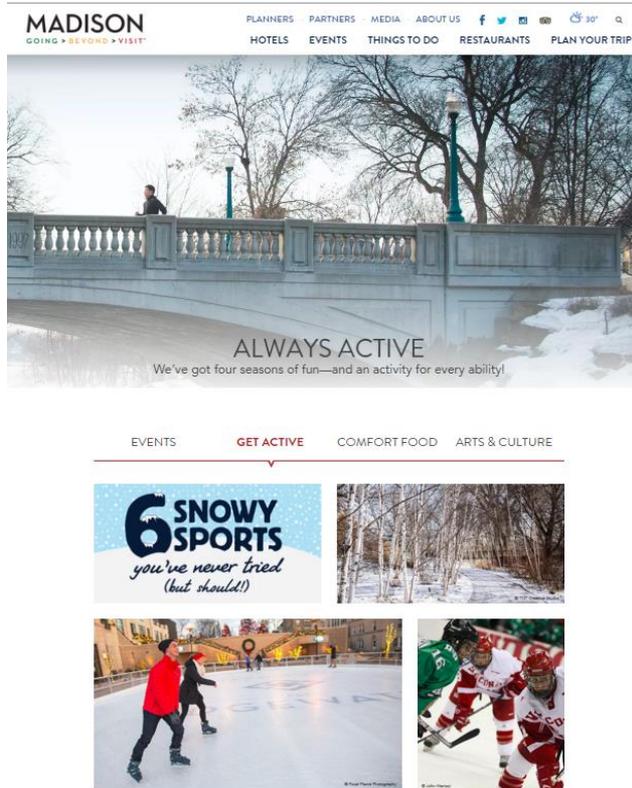
2015 Meetings	Meeting Start Date	Room Nights	Attendance	Direct Spending	Contract Amount
AIA Wisconsin	4/21/2015	120	2,000	\$160,640	\$26,429
Wisconsin Medical Society	4/24/2015	170	300	\$163,800	\$12,246
Sonic Foundry	4/26/2015	670	270	\$271,080	
Wisconsin Nurses Association	4/30/2015	745	520	\$473,200	\$16,291
Geological Society of America	5/17/2015	370	750	\$273,000	\$9,277
Madison Festivals Inc	5/22/2015	563	4,500	\$249,077	\$5,695
International Economic Development Council	5/27/2015	560	300	\$301,200	\$16,451
Symposium on Research in Child Language Disorders	6/3/2015	458	300	\$212,940	\$6,906
Association of Wisconsin School Administrators	6/16/2015	645	600	\$546,000	\$23,504
LeMans Corporation	8/25/2015	1,600	1,000	\$837,200	\$44,521
World Triathlon Corporation	9/8/2015	7,278	30,000	\$4,061,028	\$37,420
National Berry Crops Initiative	10/11/2015	395	200	\$167,047	\$7,400

MONONA TERRACE – GMCVB & MASC CONFIRMED EVENTS 2015

2015 Meetings	Meeting Start Date	Room Nights	Attendance	Direct Spending	Contract Amount
Wisconsin Dental Association	10/14/2015	830	2,400	\$1,089,000	\$39,846
Wisconsin Association for Environmental Education	10/21/2015	225	300	\$178,586	\$11,870
Wisconsin Music Educators Assoc.	10/27/2015	1,182	5,000	\$928,200	\$32,293
Madison Festivals Inc	11/5/2015	1,041	8,000	\$793,943	\$10,191
UW Extension	11/10/2015	555	800	\$372,712	\$30,420
Wisconsin Housing and Economic Development Authority	11/16/2015	60	600	\$80,430	\$10,530
Ford's Boxing Gym	7/10/15	7	500	\$24,459	
Wisconsin Association for Environmental Education	10/21/2015	225	300	\$178,586	\$11,870
30 Meetings		20,959	75,190	\$13,948,660	\$525,771

MARKETING METRICS: WEB ANALYTICS

(Prior to December 2015 relaunch of website)



Session Comparison 2013-2015ytd

