

PERFORMANCE REPORT

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



January – December 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

February 1, 2015

KEY TAKEAWAYS/EXECUTIVE SUMMARY

4th QUARTER YTD RESULTS

- In 2014 the GMCVB and MASC booked a total of 162 conventions and events
- Future economic impact from these events is estimated at \$54.9 million
- Monona Terrace Contract revenue for the full year totaled \$622,861 achieving 88.9% of goal for 2014
- Room nights to date total 92,660 representing 88.7% of goal.
- Public Relations generated \$1.4 million in media value for destination, trade and organization media

OTHER 4th QUARTER HIGHLIGHTS

- The City of Madison contract for the GMCVB has been approved: four year contract with a four year renewal that includes stepped increases in the TOT allocation to GMCVB.
- The City also granted \$100,000 of TOT for the Madison Area Sports Commission.
- Hotel Occupancy for the fourth quarter remains flat with 2013 averaging 64.4% year to date
- Average Daily Rate outpaced 2013 with ADR up 7.5% averaging \$104.40 for the same period
- GMCVB leadership engagement includes:
 - Downtown convention hotel conversation
 - Alliant Energy Center visioning project
 - WACVB Strategic Planning



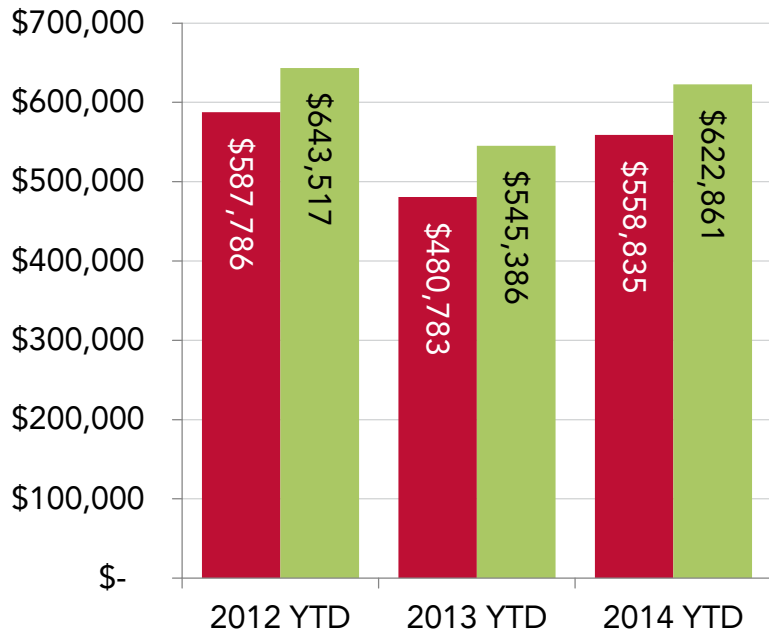
CONVENTION & SPORTS SALES

January-December 2014

MONONA TERRACE CONTRACT REVENUE FOR GMCVB & MASC

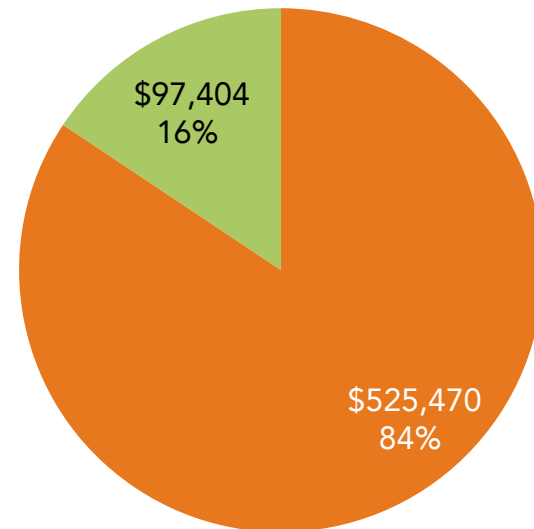
Goal: \$700,000
88.9% goal achieved

- 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
	Pharmacy Society of Wisconsin	4/11/2016	95	250	\$120,480	\$9,984
	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
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

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

New or Non-Annual	Definite Contracts	Mtg Date	Rm Nts	Attend	Direct Spend	Contract Revenue
	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
	Wisconsin Medical Society	4/13/2016	240	300	\$254,800	\$12,231
	Wisconsin Association for Environmental Education	9/23/2015	225	300	\$178,586	\$11,870
	Wisconsin Association of School Nurses	4/25/2017	202	250	\$183,820	\$11,044
Non-Annual	Wisconsin Society of Science Teachers	3/7/2018	335	500	\$208,241	\$15,474
New	Society for Conservation Biology	7/15/2016	1,735	800	\$741,433	\$38,214
New	Association of College & University Housing Officers – Upper Midwest	11/6/2016	790	500	\$350,625	\$22,655

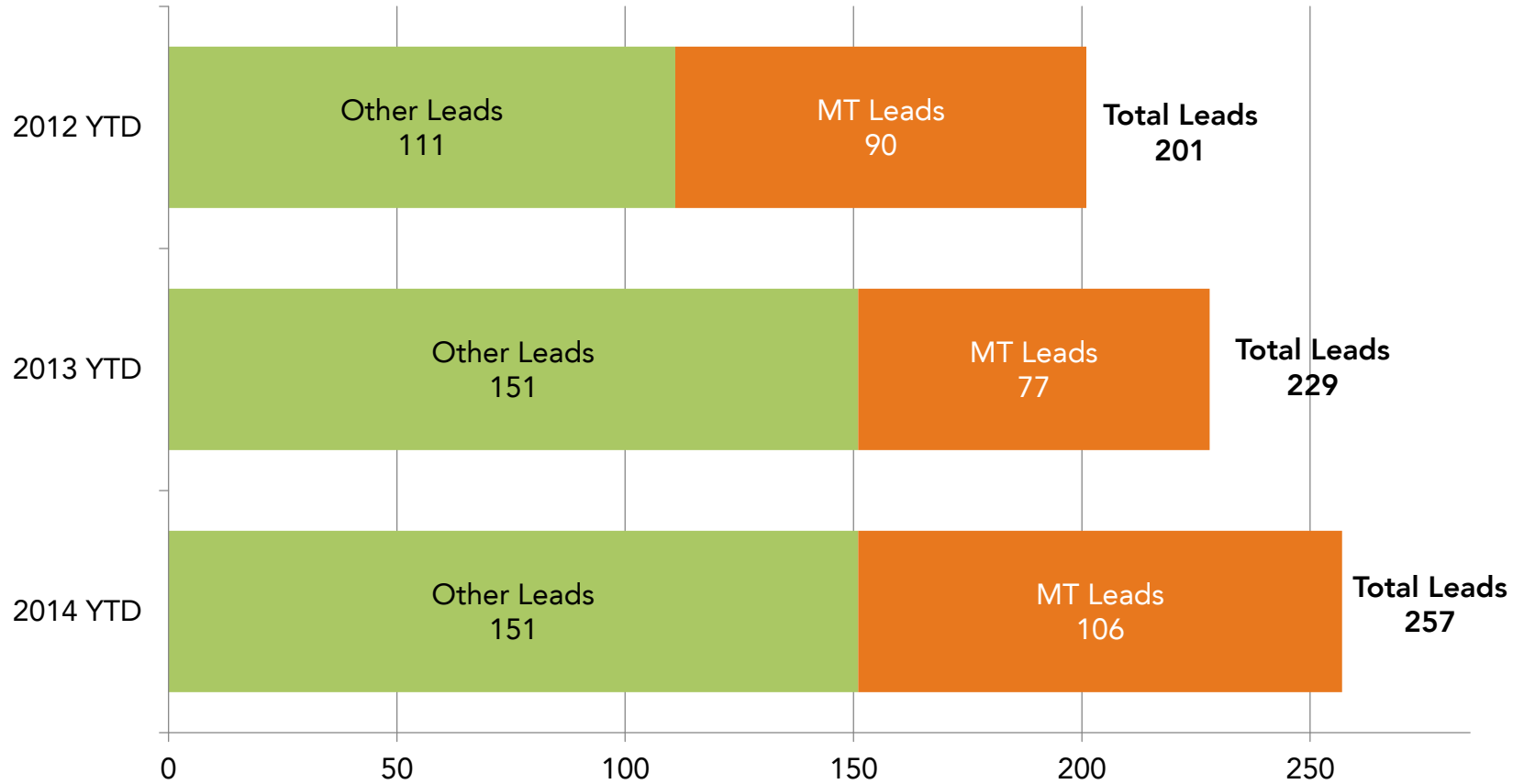
ALL 2014 **GMCVB** DEFINITE CONTRACTS FOR MONONA TERRACE

New or Non-Annual	Definite Contracts	Mtg Date	Rm Nts	Attend	Direct Spend	Contract Revenue
Non-Annual	Wisconsin Nurses Association	4/10/2019	590	520	\$268,926	\$22,464
Non-Annual	Wisconsin Nurses Association	4/22/2020	590	520	\$274,618	\$23,590
New	Wisconsin Association of School Nurses	4/13/2016	202	250	\$111,162	\$10,517
25 Definite Contracts			12,284	39,540	\$8,856,540	\$525,457

ALL 2014 MASC DEFINITE CONTRACTS FOR MONONA TERRACE

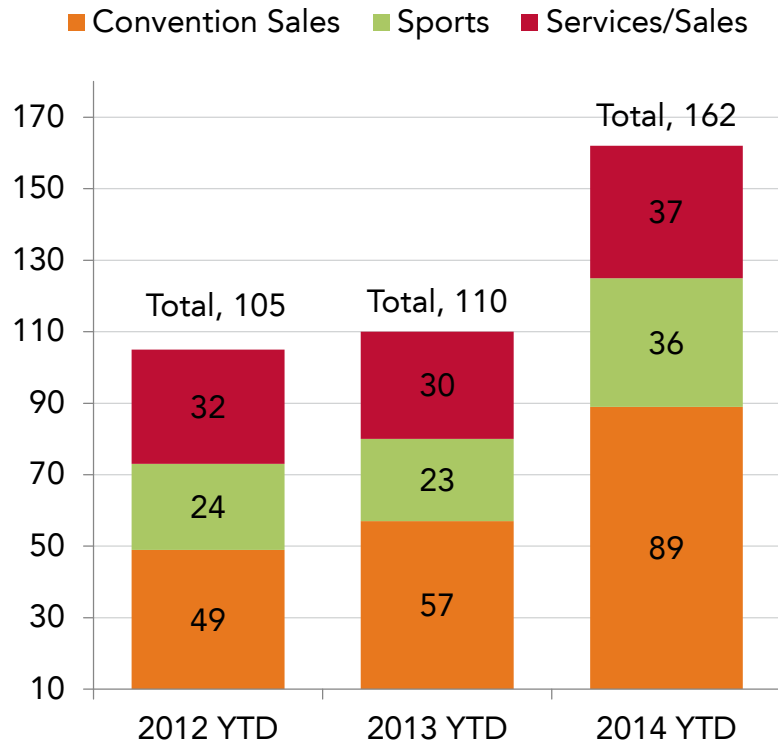
New or Non-Annual	Definite Contracts	Mtg Date	Rm Nts	Attend	Direct Spend	Contract Rev
	World Triathlon Corporation	9/8/2015	5,950	30,000	\$3,359,200	\$37,420
	Gymfinity Children's Activity Center	2/27/2015	150	1,000	\$237,235	\$14,058
	Madison Festivals Inc.	11/7/2014	1,086	8,000	\$723,199	\$10,115
New	USA Climbing	1/30/2015	1,236	1,500	\$331,935	\$19,925
	Madison Festivals Inc.	5/22/2015	563	4,500	\$249,077	\$5,695
	Madison Festivals Inc.	11/6/2015	1,041	8,000	\$793,943	\$10,191
6 Definite Contracts			11,254	53,000	\$555,787	\$97,404

2014 GMCVB & MASC LEAD PRODUCTION



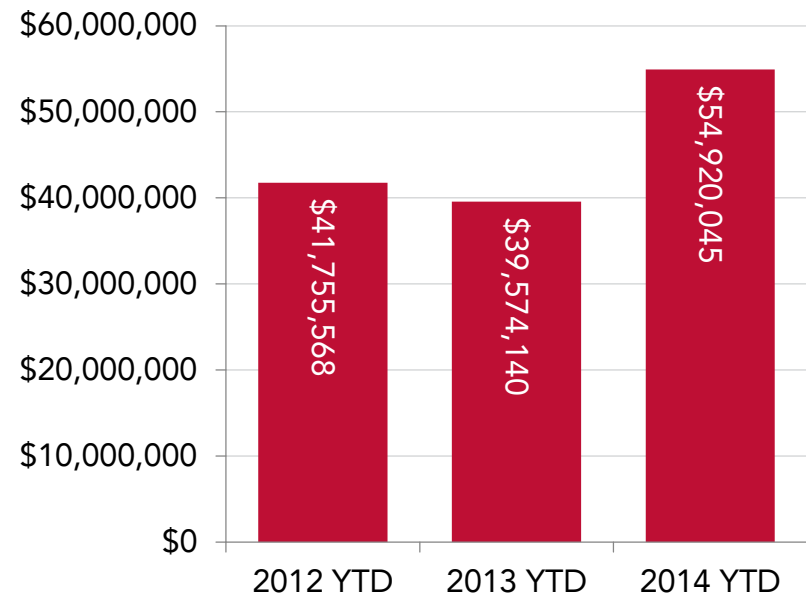
ALL GMCVB & MASC CONFIRMED EVENTS & DIRECT SPENDING

ALL CONFIRMED EVENTS

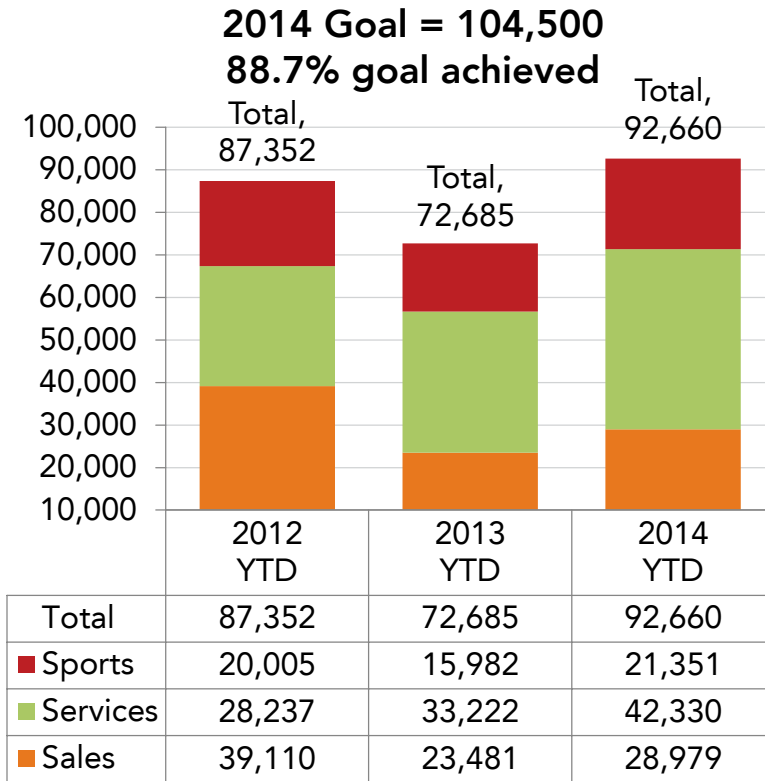


DIRECT SPENDING FOR ALL CONFIRMED EVENTS

2014 Goal = \$34,000,000
161.5% goal achieved



2014 TOTAL CONTRACTED ROOM NIGHTS FOR GMCVB & MASC



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.

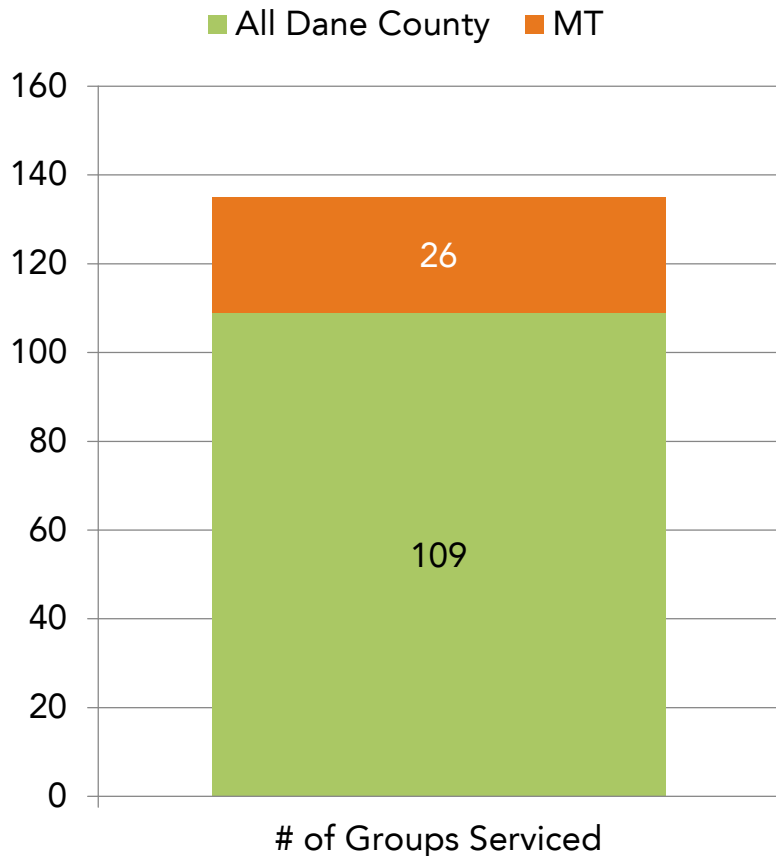
The MASC is currently working on tracking room nights for events for which it provides services, such as WIAA. The goal is to provide this information in future reports.



CONVENTION & EVENT SERVICES

January-December 2014

GROUPS SERVICED FOR MONONA TERRACE EVENTS



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

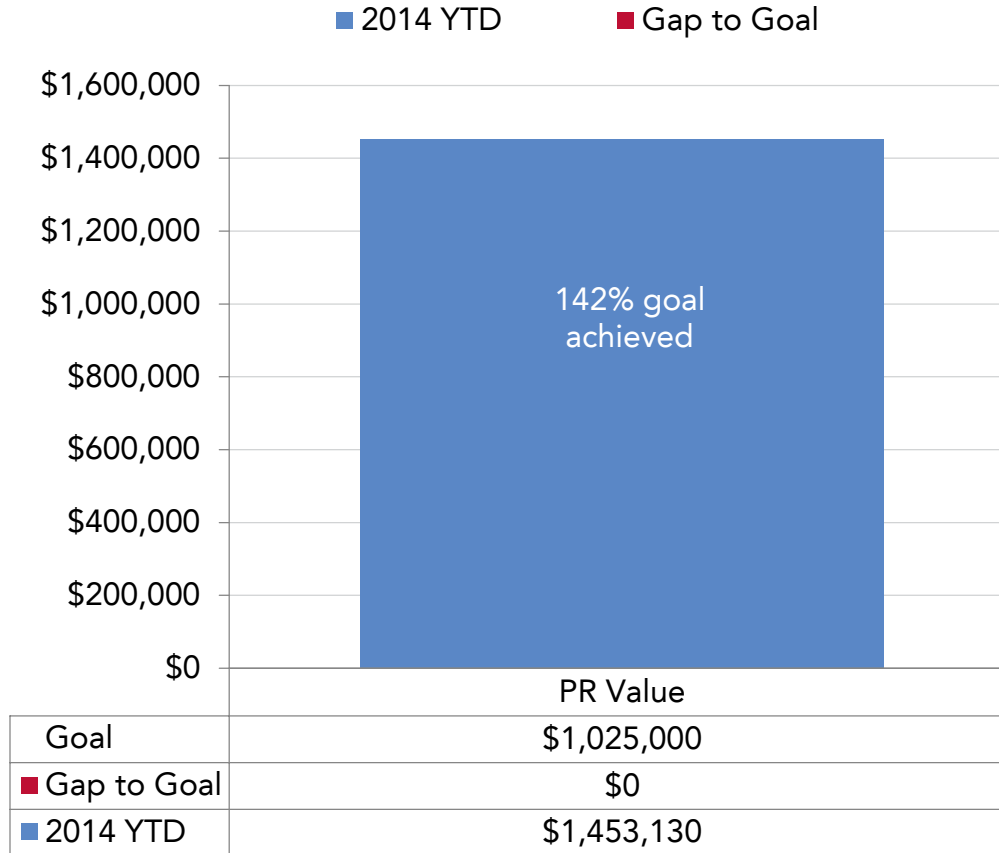
- Housing Bureau services and online housing
- Maps
- Visitors guides
- Letters of welcome
- Gifts
- Pre-promotes
- Site visits
- Registration and local information assistance
- Vendor referrals and leads
- Promotional materials
- Media assistance
- Images
- Logos and videos
- Day trip and tour recommendations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



MARKETING & PR

January-December 2014

2014 PR EARNED MEDIA VALUE



PUBLICITY HIGHLIGHTS : Q4 2014

GMCVB

Madison Features:

- Experience Wisconsin article on Madison as a Foodie Haven
- USA Today lists Madison as #3 best College Football town
- C-Span videos on Madison
- Destination America aired thirty minute episode on Madison
- Bi-Monthly interview segment on NBC 15

Trade/Convention Related Press:

- Bacon Festival
- New Holland Pavilions at AEC

MASC

Event Related Press:

- The Capital Times feature Unicycle event coming to Madison
- Competitive Running Magazine feature in Madison
- MASC Youth Grants, Winter 2015



OTHER UPDATES

January-December 2014

KEY ORGANIZATION ACTIVITIES 2014 Q4

KEY SALES ACTIVITIES

- World Dairy Expo in Madison; September 30-October 5
- Meeting Planner Familiarization Tour in Madison; October 23-26
- PCMA Greater Mid-west Chapter in Chicago, IL; November 5
- American Agri-Women Annual in Oxford, OH; November 5-9
- PCMA Leadership Retreat in Washington, DC; November 11
- National Coalition of Black Meeting Planners in Cincinnati, OH; November 12-16
- Chicago area sales calls; November 18-21
- MPI Chicago Area Chapter in Rosemont, IL; November 20
- Three City Alliance Event Client Event in Washington, DC; December 3
- WSAE Holiday Event in Middleton, WI; December 4
- IAEE Expo! Expo! in Los Angeles, CA; December 9-11

KEY MARKETING ACTIVITIES

- Phase One marketing and PR for Madison Hotel Week (February 13-23, 2015). Numbers to date reflect room nights have more than doubled last year's results.
- World Dairy Expo marketing materials launched in-market, including billboards, welcome signs and dedicated microsite
- Began production of new mobile app with Bluebridge Digital. Will be available in Q1 2015 for both iOS and Android platforms.
- Completed quarterly web updates for visitmadison.com. Year-end results show continued upward trends:
 - Unique Visitors: 1,507,259 (up 42% year-over-year)
 - Page Views: >2.1 million (up 18.5% year-over-year)
 - Things to Do, Events and Plan page views have increased 20-30%
 - Planning new responsive site design beginning in Q2 2015



INDUSTRY

January-December 2014

THANK YOU

MONONA TERRACE – GMCVB CONFIRMED EVENTS 2014

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

GMCVB CONFIRMED EVENTS for MONONA TERRACE 2014

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

GMCVB CONFIRMED EVENTS for MONONA TERRACE - 2014

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