

# City of Madison Common Council



**March 5, 2019**

destination  
**madison**





# Destination Vision

*Greater Madison*

*will be recognized as one of the  
world's most vibrant and innovative  
places to live, work and visit.*



# Performance Report: 2018

## In 2018 we achieved the following results:

- Contracted for **146** future events - expected to generate **\$58.96** million in direct spending (economic impact) in our community
- Generated **93% of goal** or **\$653,937** in contract revenue for Monona Terrace
- Earned over **\$13 million in media** – driven by Bucky on Parade and continued CrossFit coverage



# Story Telling: 2018

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PLANNERS · PARTNERS · MEDIA · ABOUT US [f](#) [t](#) [i](#) [v](#) 10° [Q](#)  
HOTELS · EVENTS · THINGS TO DO · RESTAURANTS · PLAN YOUR TRIP



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# Product Development: 2018



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# Destination Development: 2018



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# Branding: 2018



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**msn**  
MUNDANE SAID NOBODY

FIND MADISON EVENTS →

MSN.VISITMADISON.COM

- FOOD + DRINK
- MUSIC + ARTS
- OUTDOORS
- SHOPPING
- SPORTS
- EVENTS



<https://msn.visitmadison.com>

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# Event Mix: 2018



[Home](#) [Explore the Buckys](#) [Coffee Table Book](#) [Sponsors](#) [Shop](#) [About](#)



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# Organization Viability: 2018

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FOUNDATION

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# What's Next: Key Initiatives 2019

- **Storytelling:**
  - Redesign website: enhance content
  - Attend and engage media at key trade shows
- **Product Development:**
  - Alliant Energy Center Master Planning & Destination District
  - Nolen Waterfront
  - Judge Doyle Square
- **Destination Development:**
  - Develop new “Madison Essential Experiences”
  - Destination Training





# What's Next: Key Initiatives 2019

- **Branding:**
  - Continue MSN campaign
  - Rollout of new organization name
- **Event mix:**
  - Implement key strategies to drive convention sales
  - Provide excellent customer service to new and existing clients
- **Organization Viability:**
  - Continue to build new organization structure
  - Culture Conversation
  - DNext update: Execute Destination Assessment Survey



# CONVENTION SALES: ENSURE A MIX OF DEMAND GENERATING EVENTS OCCUR THROUGHOUT THE YEAR





# CONVENTION SALES: ENSURE A MIX OF DEMAND GENERATING EVENTS OCCUR THROUGHOUT THE YEAR

GROW  
MEETINGS  
INDUSTRY  
VISIBILITY

- Create new video, social, digital and print assets
- Create Madison Convention Experiences program



# CONVENTION SALES: ENSURE A MIX OF DEMAND GENERATING EVENTS OCCUR THROUGHOUT THE YEAR

INCREASE # of  
MID/LARGE  
SIZED LEADS  
GENERATED

- Add new Convention Sales Manager
- Create new Business Development position





# CONVENTION SALES: ENSURE A MIX OF DEMAND GENERATING EVENTS OCCUR THROUGHOUT THE YEAR

- Leverage One City - One Contract
- Engage New Hotels
- Deepen collaboration among Monona Terrace and Destination Madison Teams

FOSTER PARTNER  
COLLABORATION



# CONVENTION SALES: ENSURE A MIX OF DEMAND GENERATING EVENTS OCCUR THROUGHOUT THE YEAR

INCREASE  
CONFIRMED  
DESTINATION  
MADISON  
EVENTS

- Continue to build the Three City Alliance
- Madison Solution Network – extend the Bring Your Meeting Home Program





# Appendix



# ALL 2018 **DESTINATION MADISON** DEFINITE CONTRACTS FOR MONONA TERRACE

<u>New / Non-Annual</u>	<u>Account Name</u>	<u>Lead Name</u>	<u>Event Start Date</u>	<u>Total Rooms</u>	<u>Attend</u>	<u>Direct Spending</u>	<u>Contract Revenue</u>	
	AIA Wisconsin	Annual Convention 2021	5/4/2021	105	2,000	\$347,176	\$29,312	
New	American Assoc for the History of Medicine	AAHM 2021 Annual Meeting	5/12/2021	630	350	\$193,942	\$18,130	
New	American Astronomical Society	236th Meeting of the AAS	5/28/2020	1,894	750	\$735,445	\$77,922	
New	American Society of Animal Science	2020 Annual Meeting	7/19/2020	2,565	1,300	\$992,364	\$57,096	
New	International Short Break Association	Biennial Conference 2020	6/16/2020	1,200	400	\$405,742	\$23,154	
New	International Society for Cellular Therapy	ISCT Regional Conference 2019	9/12/2019	803	750	\$375,944	\$34,450	
	LeMans Corporation	Parts Unlimited & Drag Spec NVP Expo	8/20/2019	1,350	1,000	\$856,247	\$41,361	
	Mary Kay Inc	Career Conference 2020	3/25/2020	190	2,000	\$415,515	\$22,596	
Non-Annual	National Association for Campus Activities	2021 Northern Plains Regional Conf	4/6/2021	910	900	\$590,979	\$43,780	
New	Natl Assoc County Veterans Service Officers	NACVSO Training Conference 2021	6/5/2021	2,170	800	\$988,866	\$50,731	
	Pharmacy Society of Wisconsin	2020 Educational Conference	4/2/2020	250	250	\$73,090	\$12,193	
New	Sigma Xi, The Scientific Research Honor Soc	2019 Annual Meeting	11/4/2019	650	600	\$540,132	\$36,243	
New Event	Solution Tree	RTI At Work	12/2/2019	477	600	\$338,623	\$22,463	
	Symp on Rsrch in Child Language Disorders	40th Annual Conference - 2019	6/5/2019	730	300	\$196,661	\$5,933	
Non-Annual	Toppers Pizza, Inc. World Headquarters	2019 Annual Convention	6/9/2019	398	400	\$194,786	\$8,555	
Non-Annual	Wisconsin Department of Tourism	Governor's Conference on Tourism 2020	3/15/2020	1,000	1,000	\$518,303	\$40,933	
	WI Housing and Economic Dev Authority	2019 WHEDA Conference	9/25/2019	195	1,000	\$148,783	\$12,395	
	Wisconsin Medical Society	2020 Annual Convention	4/17/2020	198	300	\$109,606	\$13,394	
	Wisconsin Music Educators Association	Wisconsin State Music Conference 2025	10/29/2025	392	7,000	\$1,196,444	\$39,504	
			<b>GMCVB Contracts definite</b>	<b>19</b>	<b>16,107</b>	<b>21,700</b>	<b>\$9,218,648</b>	<b>\$590,145</b>



# ALL 2018 **MASC** DEFINITE CONTRACTS FOR MONONA TERRACE

<u>New / Non-Annual</u>	<u>Account Name</u>	<u>Lead Name</u>	<u>Event Start Date</u>	<u>Total Rooms</u>	<u>Attend</u>	<u>Direct Spending</u>	<u>Contract Revenue</u>
New	United States Dragon and Lion Dance Fed	2019 Dragon & Lion Dance Championships	6/20/2019	250	450	\$215,477	\$10,215
	World Triathlon Corporation	IRONMAN Wisconsin 2019	9/3/2019	5,057	14,800	\$2,902,053	\$31,520
	Gymfinity Children's Activity Center	2019 Dairy Aire Gymnastics Invitational	2/22/2019	140	1,200	\$146,799	\$19,507
	Madison Festivals Inc	2019 Madison Marathon	11/8/2019	225	8,000	\$493,755	\$2,550
		<b>MASC Contracts definite</b>	<b>4</b>	<b>5,672</b>	<b>24,450</b>	<b>\$3,758,084</b>	<b>\$63,792</b>



# MONONA TERRACE – DESTINATION MADISON & MASC

## Confirmed Events occurring in 2019-2025

<u>Account Name</u>	<u>Event Name</u>	<u>Event Start Date</u>	<u>Room Nights</u>	<u>Attend</u>	<u>Direct Spending</u>	<u>Contract Revenue</u>
L & L Exhibition Management	2019 Madison Home Expo	1/10/2019	100	9,200	\$805,803	\$42,452
L & L Exhibition Management	Madison Build, Remodel & Landscape	2/6/2019	125	8,000	\$715,679	\$30,762
Wisconsin School Counselor Association	Annual Conference 2019	2/18/2019	895	1,100	\$549,304	\$24,664
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 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
Society for Advncmnt 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 Assoc	Annual Meeting 2019	5/13/2019	356	400	\$202,226	\$13,591
Symp on Research in Child Language Disorders	40th Annual Conference - 2019	6/5/2019	730	300	\$196,661	\$5,933
Toppers Pizza, Inc. World Headquarters	2019 Annual Convention	6/16/2019	398	400	\$194,786	\$8,555
World Assoc for Adv of Veterinary Parasitology	2019 WAAVP International Conference	7/5/2019	1,952	700	\$783,911	\$45,041

# MONONA TERRACE – DESTINATION MADISON & MASC

## Confirmed Events Occurring in 2019 - 2015

<u>Account Name</u>	<u>Event Name</u>	<u>Event Start Date</u>	<u>Room Nights</u>	<u>Attend Direct</u>	<u>Spending</u>	<u>Contract Revenue</u>
American Society of Pharmacognosy	2019 Annual Meeting	7/12/2019	1,414	600	\$698,026	\$37,167
World Triathlon Corporation	IRONMAN Wisconsin 2019	9/3/2019	5,057	14,800	\$2,902,053	\$31,520
Wisconsin Section of Amer Water Works Assoc	Annual Mtg & Water Utility Expo 2019	9/10/2019	425	500	\$391,269	\$20,295
International Society for Cellular Therapy	ISCT Regional Conference 2019	9/10/2019	803	750	\$375,944	\$34,450
Wisconsin Housing & Economic Dev Authority	2019 WHEDA Conference	9/24/2019	195	1,000	\$148,783	\$12,395
Wisconsin Music Educators Association	Wisconsin State Music Conf 2019	10/23/2019	481	5,000	\$890,158	\$34,016
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
Mary Kay Inc	Career Conference 2020	3/25/2020	190	2,000	\$415,515	\$22,596
Wisconsin Medical Society	2020 Annual Convention	4/16/2020	198	300	\$109,606	\$13,394
Wisconsin Nurses Association	34th 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
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	
Uniform Law Commission	2020 Annual Meeting	7/6/2020	1,785	500	\$649,882	\$45,892



# MONONA TERRACE – DESTINATION MADISON & MASC

## Confirmed Events Occurring in 2019 - 2025

<u>Account Name</u>	<u>Event Name</u>	<u>Event Start Date</u>	<u>Room Nights</u>	<u>Attend</u>	<u>Direct Spending</u>	<u>Contract Revenue</u>		
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 Mtg & Water Utility Expo2020	9/15/2020	425	500	\$398,356	\$21,309		
Brown Swiss Cattle Breeders' Assc of the USA	2020 Brown Swiss World Congress	9/29/2020	750	350	\$344,326	\$9,087		
Wisconsin Music Educators Association	Wisconsin State Music Conf 2020	10/28/2020	481	7,000	\$1,095,534	\$35,718		
AIA Wisconsin	Annual Convention 2021	5/4/2021	105	2,000	\$347,176	\$29,312		
Wisconsin Section of Amer Water Works Assoc	Annual Mtg & Water Utility Expo 2021	9/20/2021	264	500	\$332,722	\$19,145		
Wisconsin Music Educators Association	Wisconsin State Music Conf 2021	10/27/2021	481	7,000	\$1,120,811	\$37,504		
International Society for Computational Biology	Intelligent Systems 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 Mtg & Water Utility Expo2022	9/12/2022	264	500	\$337,377	\$20,102		
Wisconsin Music Educators Association	Wisconsin State Music Conf 2022	10/26/2022	481	7,000	\$1,146,518	\$39,381		
Wisconsin Section of Amer Water Works Assoc	Annual Mtg & Water Utility Expo2023	9/11/2023	264	500	\$342,131	\$21,109		
Wisconsin Music Educators Association	Wisconsin State Music Conf 2023	10/24/2023	396	7,000	\$1,176,144	\$38,939		
Wisconsin Music Educators Association	Wisconsin State Music Conf 2024	10/22/2024	796	7,000	\$1,202,392	\$39,504		
Wisconsin Music Educators Association	Wisconsin State Music Conf 2025	10/29/2025	392	7,000	\$1,196,444	\$39,504		
			<b>47 Events</b>		<b>40,190</b>	<b>110,915</b>	<b>\$29,175,449</b>	<b>\$608,892</b>

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