



PERFORMANCE REPORT

January-December 2017



LEADERSHIP

January-December 2017

ORGANIZATION & INDUSTRY UPDATES

Recognitions

- > Meetingsource.com: Top 25 Meeting Cities in 2018
- > WI Meetings: Most Helpful CVB
- > Sports Events: Top 50 Facilities & Venues
- > IM Athletes Choice Awards: Top 10 in 8 Categories and #1 Best Host City Experience!

PERFORMANCE REPORT: Q4 2017

For the year 2017 the Greater Madison Convention & Visitors Bureau (GMCVB) and Madison Area Sports Commission (MASC) have:

- > Contracted 153 future events, expected to generate \$65.1 million in direct spending (economic impact) and over 119,000 room nights.
- > Secured 22 contracts worth \$703,041 in Monona Terrace contract revenue, 96% of 2017 goal.
- > In Q4 we generated \$2.1 million in earned media – with \$1.8 million from the continuing presence of Food Network piece on “50 States of Brunch” featuring Graze

We actively pursued strategic initiatives during Q4:

- > Future City of Madison contract for GMCVB
- > Continued engagement in product development conversations, including:
 - > Alliant Energy Center Masterplan Oversight Committee: presentation to GMCC Public Policy Committee, public meeting to present public phase results;
 - > Nolen Waterfront initiative;
 - > Yahara Gateway/Ho Chunk project and sports complex feasibility study
- > TogetherTruax support group, Badger Air Community Council and 115th Fighter Wing bid for F35s
- > Continued development of Bucky on Parade public art event
- > Launched the Experience Project – developing immersive experiences to enhance the destination
- > City and County Meet & Greet Public Officials Event



SALES

January-December 2017

Q4 CONVENTION & SPORTS SALES ACTIVITIES

Strategic Sales Activities:

- > 17 Site Visits
- > 26 BYM&EH Connections
- > Finalized 2018 budget and strategic plans

Trade Shows and Market Segment Activities:

- > IMEX – Las Vegas
- > MPI-WI – Fond du Lac
- > Client FAM
- > Host UW Planner luncheon
- > TEAMS – Orlando, FL
- > WSAE Innovation Summit
- > PCMA Capital Chapter Board Retreat
- > Nursing Organization Alliance – Birmingham
- > MPI GLES – Indianapolis
- > GMC-PCMA
- > Association Forum Holiday Showcase
- > DMAI Convention Sales Summit

WHAT'S NEXT

Sales Strategies and Tactics:

- > Implement new hybrid sales deployment strategies
- > Fill open sales manager position
- > Fill Sales Assistant position
- > Implement various Three City Alliance events to enhance destination promotion
- > Leverage new partnership with ConferenceDirect and renewed HelmsBriscoe partnership
- > Leverage new CVENT 2 Diamond destination listing increase lead distribution
- > Develop new sales tools and resources to enhance destination positioning that impacts lead generation and closure
- > Business development – explore/develop regional corporate groups, Association Management Companies, nursing groups, and LGBTQ as possible growth segments

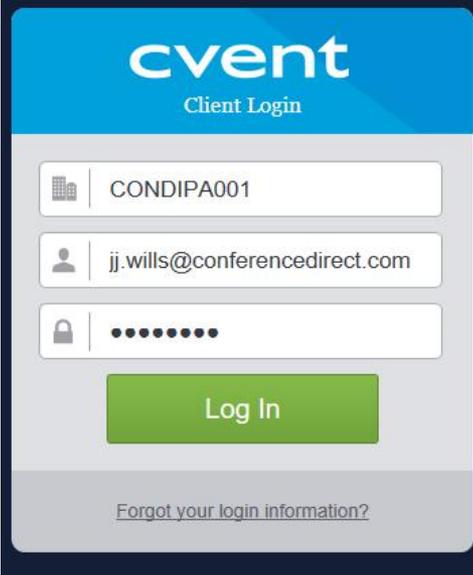
WHAT'S NEXT

Trade Shows and Market Segment Activities:

- > PCMA Convening Leaders – Nashville
- > GMC-PCMA Leadership Event – Chicago
- > MPI-WI Board Meeting / Mid-year Retreat
- > WFFV/WATA Conference – Wisconsin Dells
- > NAVC/VMX Conference – Orlando
- > Connect Diversity – Portland, OR
- > AMCI Annual Meeting – Vancouver
- > CSPI Annual Meeting – Washington, DC
- > Destinations Showcase – Washington, DC
- > CESSE Mid-Winter CEO Meeting – Cape Coral, FL
- > Wisconsin Ag Women's Summit – Middleton
- > WIGCOT – Appleton
- > ConferenceDirect Annual Partner Meeting – Hollywood, CA

WHAT'S NEXT

EVENT DESTINATION POSITIONING

cvent
Client Login

CONDIPA001

jj.wills@conferencedirect.com

Log In

[Forgot your login information?](#)




15,000 Guest Rooms
220,000 Square Feet of Exhibit Space
More Than **110** Daily Flights

BIRMINGHAM



we'll get you **THERE**

COLORADO SPRINGS

Promotions City Guides




Total Sleeping Rooms	2,505
Committable Sleeping Rooms*	410
Committable Meeting Rooms*	33
Convention Center Space	160,000 Sq. Ft.
Largest Exhibit Space	64,341 Sq. Ft.
Largest Ballroom	27,000 Sq. Ft.
Average Hotel Room Rate	USD \$145
Average Daily Meal Cost	USD \$64
Average Weekly Car Rental	USD \$189

**Maximum for a single hotel*

Overview Key Stats Meetings Suppliers Transportation Things To Do (15) Image Gallery (10) Promotions

Saint Paul, MN Meeting Planning Overview

Meeting and event planning in Saint Paul offers an eclectic mix of cosmopolitan flair and outdoor adventures. Saint Paul features 26 miles of Mississippi River shoreline, as well as 104 landmarks listed on the National Register of Historic Places. Termed the "City of Neighborhoods," Saint Paul is home to such colorful neighborhoods as the culture-rich West 7th Street and architecturally stunning Summit Avenue. Saint Paul's clean, walkable downtown region features the same world-class amenities and services as its Twin City counterpart of Minneapolis, but with a sense of intimacy. What's more, downtown Saint Paul is home to a climate-controlled pedestrian skyway system, allowing visitors to enjoy the very best of downtown during cold winter ...

[Read More](#)



HAPPIEST CITY. HAPPY PLANNERS. HAPPY ATTENDEES.

MADISON
MADISON AIRPORT CONFERENCE & EXHIBIT CENTER

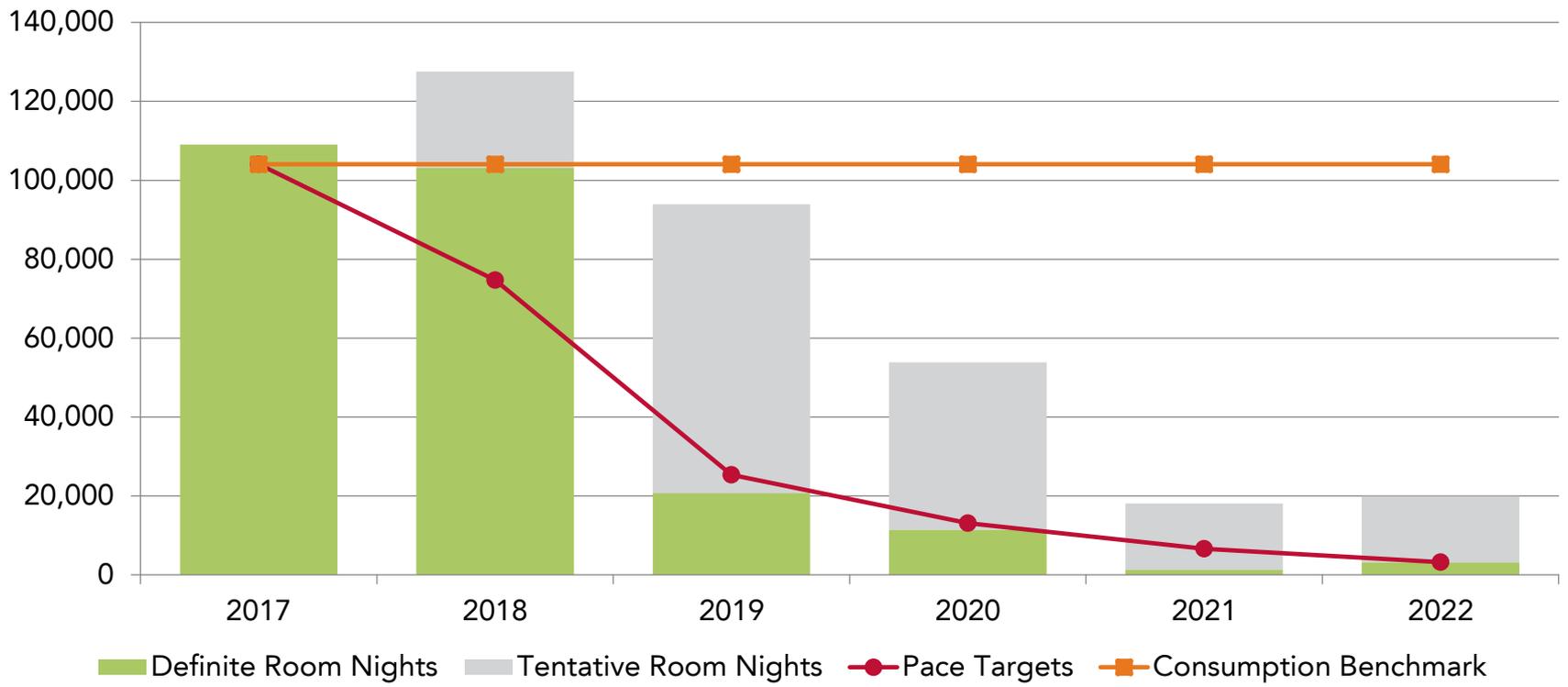
[LEARN MORE](#)

About Saint Paul, MN / Additional Info

A wonderful capital city destination for outdoor recreation, family fun, historical attractions and

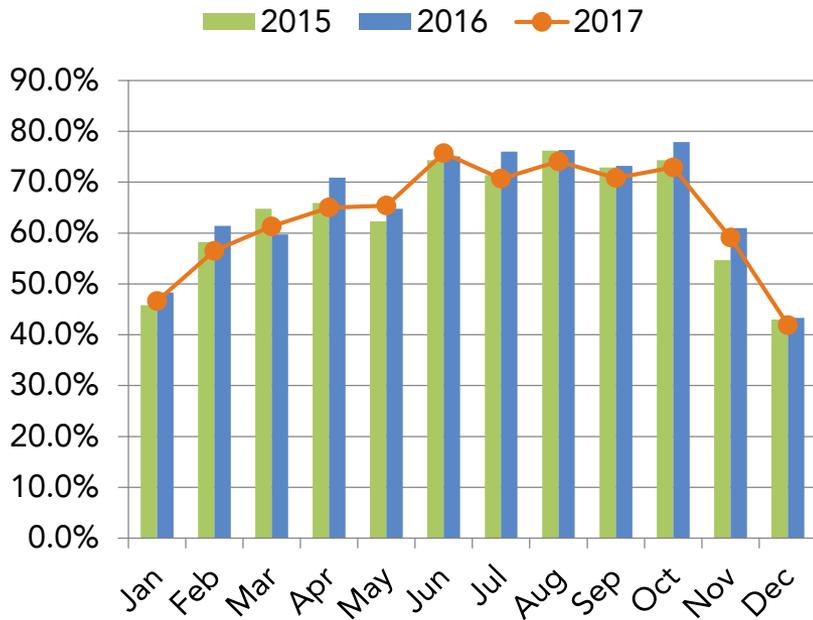
TAP REPORT

2017 Q4

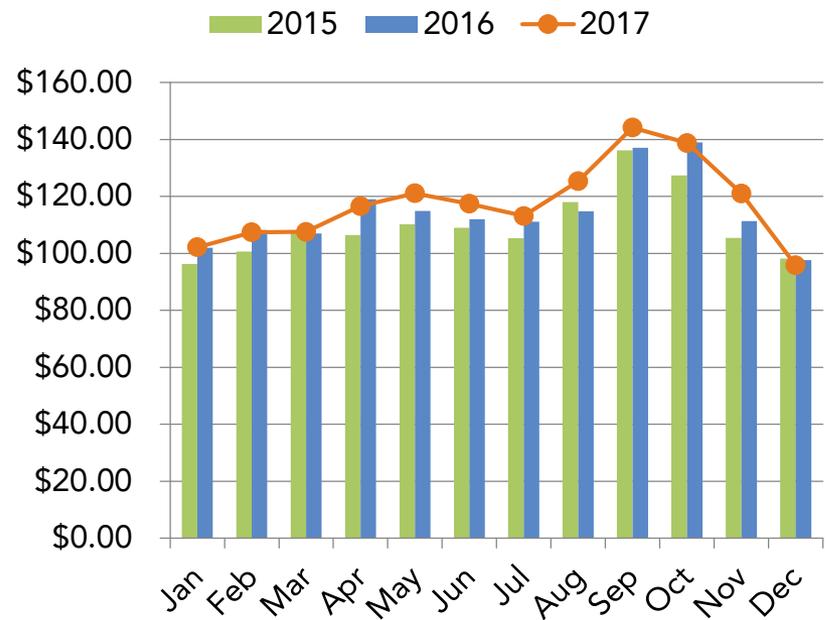


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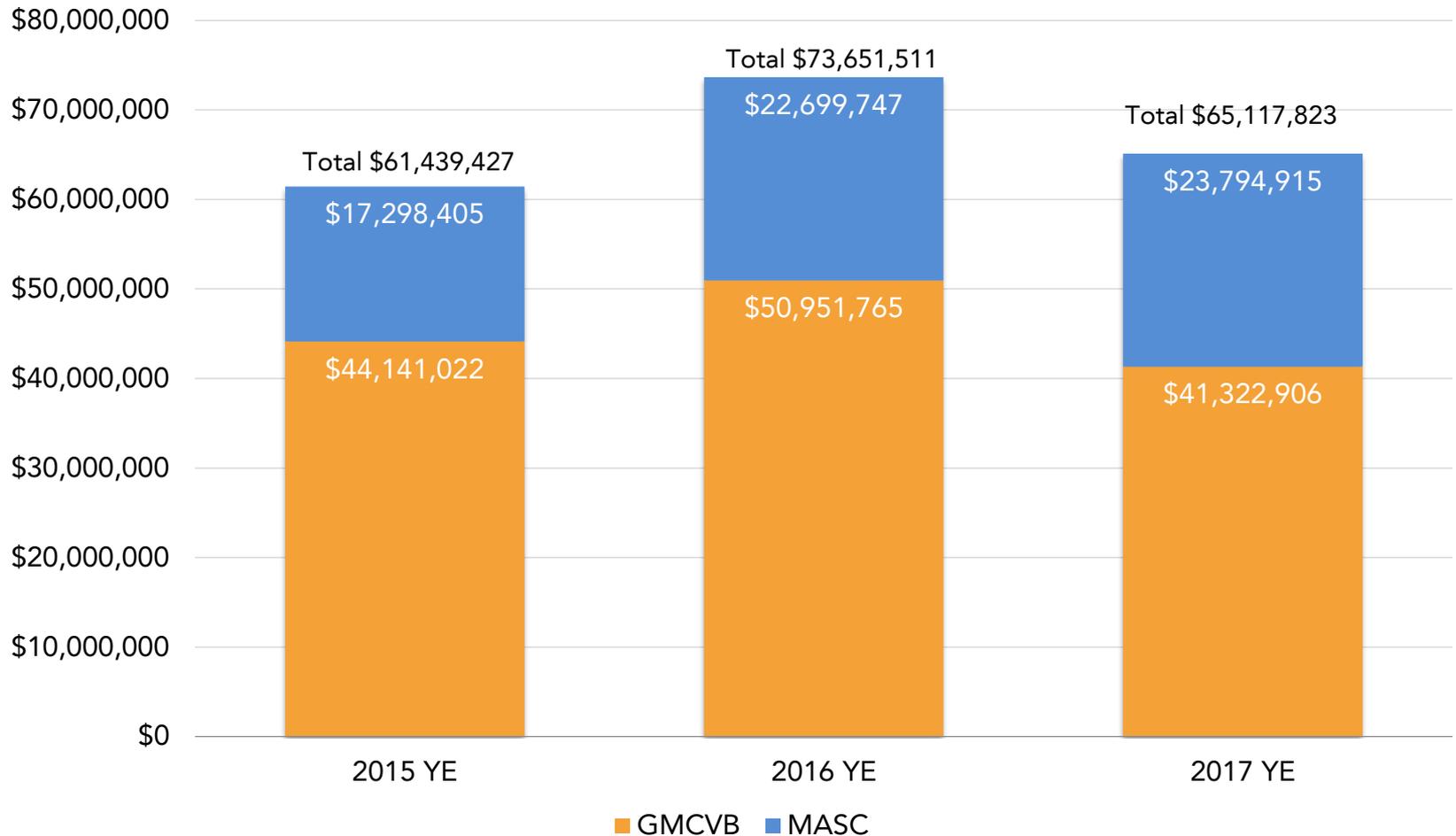
Occupancy Rate



ADR

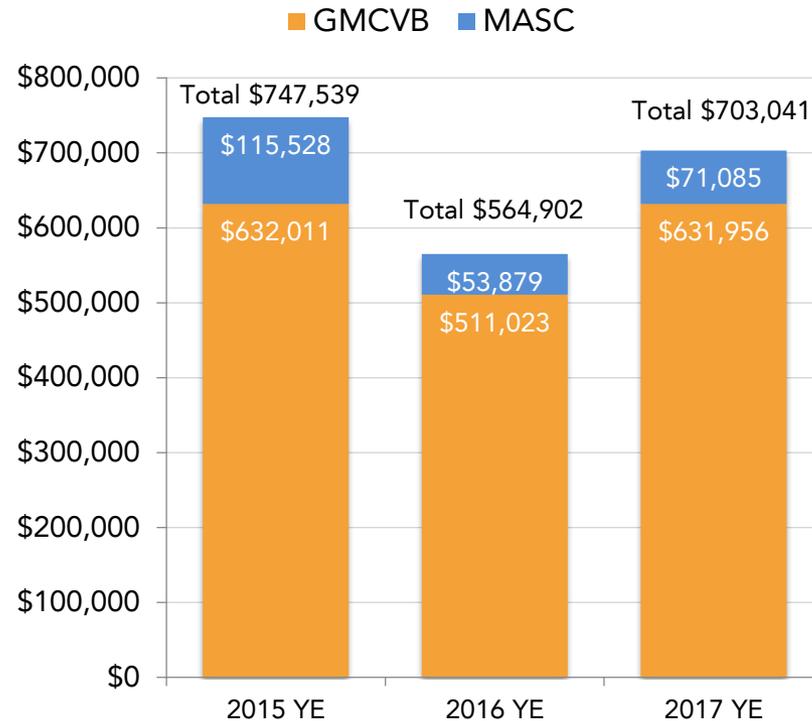


GMCVB & MASC DIRECT SPENDING FOR FUTURE EVENTS

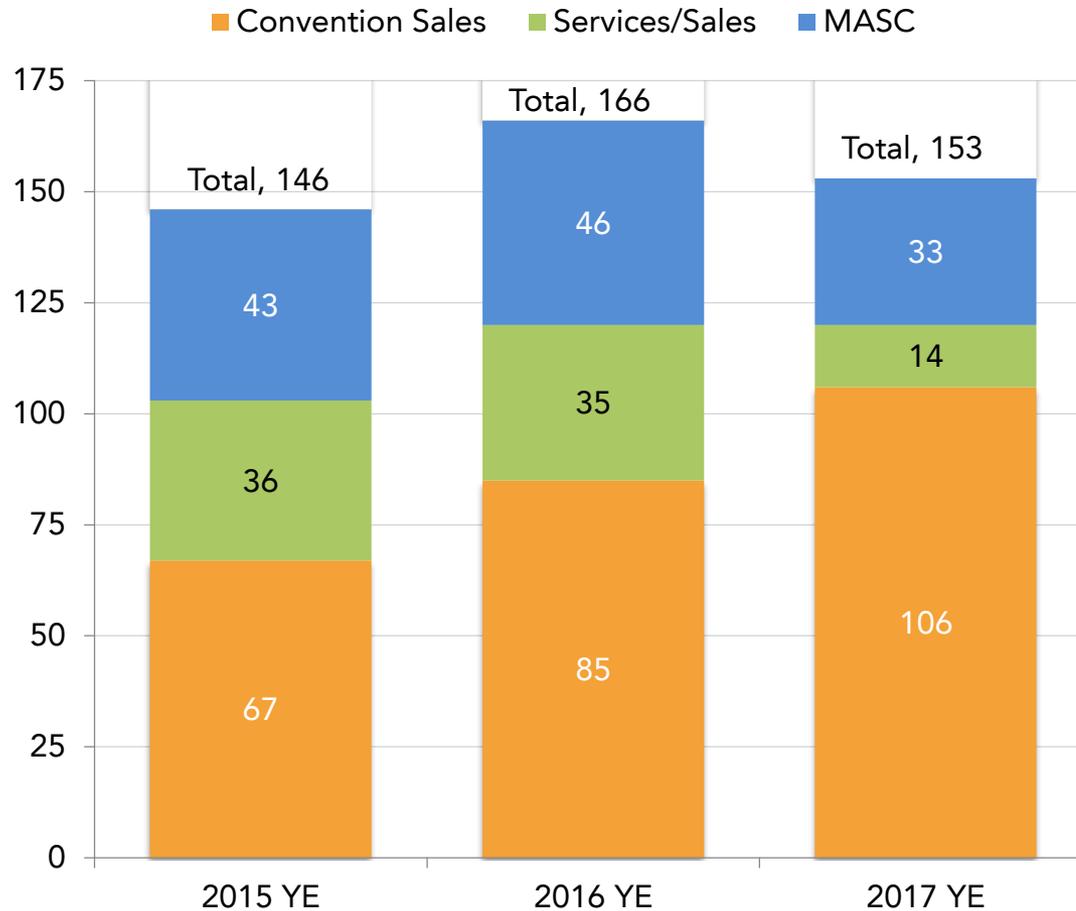


GMCVB & MASC CONTRACT REVENUE GENERATED

Monona Terrace Contract Revenue
2017 Goal: \$730,000
96.31% goal achieved

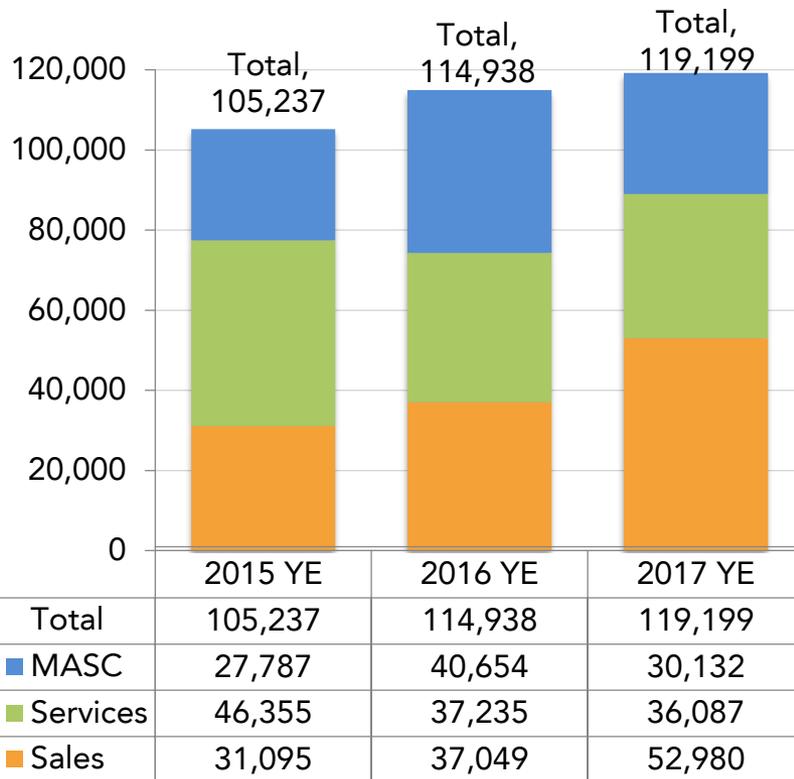


ALL GMCVB & MASC CONFIRMED EVENTS



2017 TOTAL CONTRACTED ROOM NIGHTS FOR GMCVB & MASC

2017 Goal = 99,000
120.4% goal achieved



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

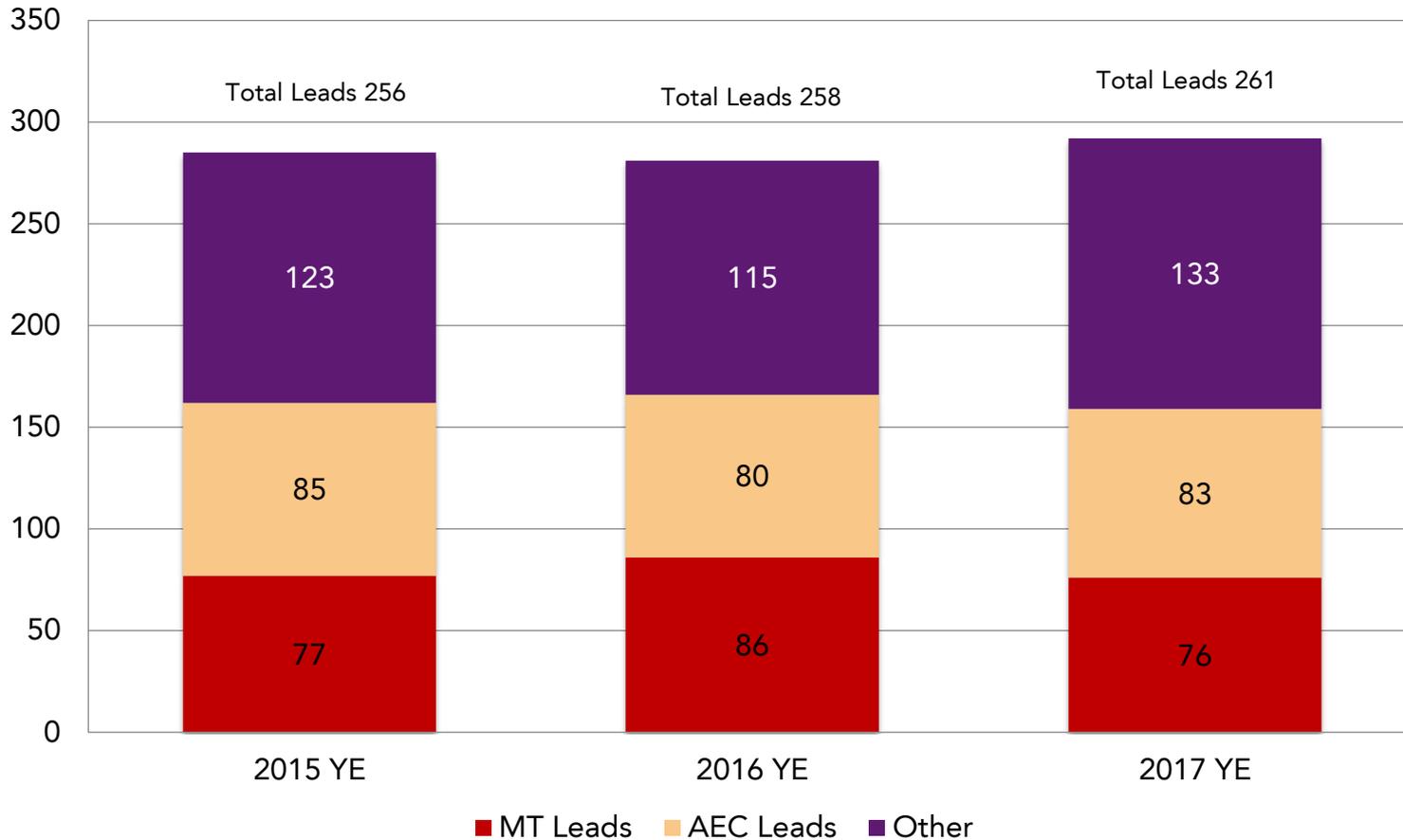
The GMCVB has an overall total goal for room nights, with each department, which includes MASC, also having internal goals.

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.

GMCVB & MASC LEAD PRODUCTION



Note: AEC leads do not include Call-in leads. Please see appendix for AEC lead details. Leads can be for more than one facility.



MARKETING & PR

January-December 2017

Q4 PR & COMMUNICATIONS HIGHLIGHTS

Organization:

- > Big Bundle Up – Coverage in Broadcast, Print, and Internet
- > Food Network “50 States of Brunch” – Broadcast and Internet
- > World Dairy Expo
- > WMTV broadcast segments – Weekend Events

Destination:

- > TIME online – 33 Trips Everyone Should Take in the US in 2018
- > Nationally syndicated - A Visit to Taliesin (Result of FAM Tour)
- > MSN – 50 Affordable Trips to Take After You Turn 50

LEISURE CAMPAIGNS

Madison Hotel Week 2018:

Microsite and Ads began in November

17 Participating Hotels

Food Fight's "Foodie Week" running concurrently



**BEAT THE WINTER BLUES
WITH A STAYCATION!**

 **MADISON**
Hotel Week
FEB. 9-19, 2018

\$75 | \$100 | \$125

**17 MADISON HOTELS
WITH DISCOUNTED RATES:**

AC Hotel Madison Downtown • Best Western PLUS Inn Tower Madison • Best Western Premier Park Hotel • The Buckingham Inn • Cambria Hotel & Suites Madison • Courtyard by Marriott/Madison East • The Edgewater • Graduate Madison • Hampton Inn & Suites Madison/Downtown • Hilton Garden Inn • Madison West/Middleton • Hilton Madison Monona Terrace • Holiday Inn Express & Suites - Madison Central • Homewood Suites by Hilton • Madison West • HotelRED • Hyatt Place Madison/Downtown • The Madison Concourse Hotel and Governor's Club • Residence Inn by Marriott - Madison West/Middleton

Book Today!
madisonhotelweek.com

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SOCIAL MEDIA Q4 HIGHLIGHTS



visitmadison
Wisconsin Historical Museum



[View Insights](#)

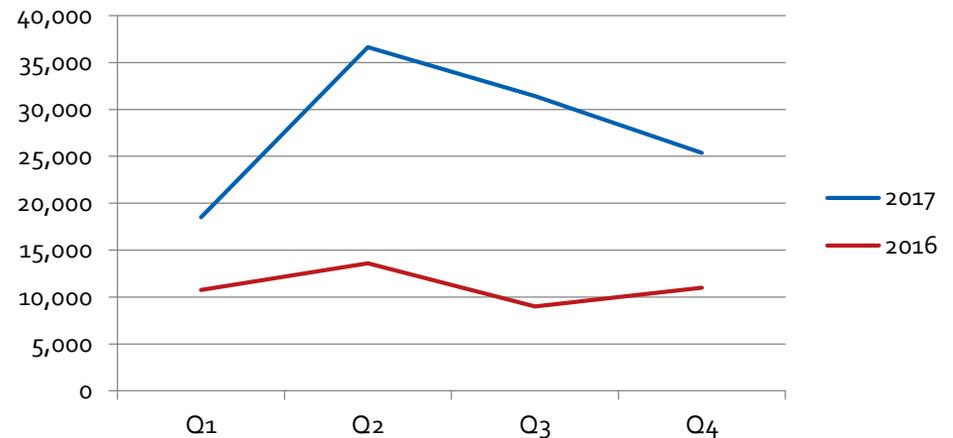
[Promote](#)



Top Takeaways:

- > Seasonal imagery, press features are top
- > 29,634 followers on FB, Twitter & Instagram
- > \$25,368.88 in earned media

Social Media PR Values





MADISON AREA SPORTS COMMISSION

January-December 2017

Q4 MASC MARKETING HIGHLIGHTS

Morning Sports Report: The Business of Fantasy Sports



- > Panelists included: Peter Schonke (RotoWire) and Greg Ambrosius (SportsHub Technologies)



Additional MASC Marketing work:

- > Bucky on Parade
 - > Statues coming in
 - > Artists picking up
 - > Sponsorship sales continue
 - > Media partnerships solidified
- > 2018 Planning

Q4 PR & COMMUNICATIONS MASC HIGHLIGHTS

\$768,914 in Earned Media Value

U.S. Quidditch Regionals

- > Broadcast and print coverage of unique sporting event

2018 CrossFit Games Dates Announced

- > 2018 National and Local coverage of CrossFit's return to Madison

Bucky on Parade

- > Broadcast and social promotions of Golden Bucky

New Sports Complex

- > Coverage of MASC research into proposed Ho-Chunk Madison sports complex

APPENDIX.

ALL 2017 **GMCVB** DEFINITE CONTRACTS FOR MONONA TERRACE

New or Non-Annual	Account Name	Lead Name	Event Start Date	Total Rooms	Attend	Direct Spending	Contract Revenue
Non-annual	Wisconsin Association of School Nurses	2018 WASN Spring Conference	4/17/2018	110	250	\$153,598	\$10,395
	Symp on Rsrch in Child Language Disorders	39th Annual Conference - 2018	6/7/2018	530	300	\$172,010	\$5,866
Non-annual	Forest Products Society	2018 International Convention	6/10/2018	300	175	\$126,901	\$11,870
Non-annual	Blue52 Productions, LLC	2018 Natl Space & Missile Materials Symp	6/23/2018	1,147	450	\$487,759	\$33,447
New	Solution Tree	2018 PLC Institute	7/16/2018	1,000	1,200	\$547,566	\$44,450
New	Cognitive Science Society	2018 Annual Conference	7/23/2018	934	1,000	\$907,389	\$51,895
	LeMans Corporation	Parts Unlimited & Drag Specialties NVP Expo	8/21/2018	1,345	1,000	\$889,292	\$37,166
	WI Housing and Economic Dev Authority	2018 Multi-Family Housing Conference	10/2/2018	100	600	\$91,550	\$12,395
Non-annual	PDS (Paragon Development Systems)	PDS Connect 2018	10/17/2018	450	600	\$269,268	\$19,335
New	Meeting Professionals Intl - WI Chapter	2018 MPI Great Lakes Education Summit	11/11/2018	279	250	\$125,232	\$10,050
	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 Expo	2/6/2019	125	8,000	\$715,679	\$30,762

Continued...

ALL 2017 **GMCVB** DEFINITE CONTRACTS FOR MONONA TERRACE

New or Non-Annual	Account Name	Lead Name	Event Start Date	Total Rooms	Attend	Direct Spending	Contract Revenue
	Mary Kay Inc	Career Conference 2019	3/20/2019	190	2,000	\$406,778	\$21,521
	Pharmacy Society of Wisconsin	2019 Educational Conference	4/4/2019	95	250	\$71,532	\$12,193
	Wisconsin Medical Society	2019 Annual Convention	4/5/2019	175	300	\$112,068	\$13,394
New	EcoAdapt	4th National Adaptation Forum	4/22/2019	1,435	1,100	\$719,321	\$51,818
New	Uniform Law Commission	2020 Annual Meeting	7/6/2020	1,785	500	\$649,882	\$45,892
Non-annual	Wisconsin Sec of Amer Water Works Assoc	Annual Meeting & Water Utility Expo 2021	9/20/2021	264	500	\$332,722	\$19,145
New	Intl Society for Computational Biology	Intelligent Systems for Molecular Biology 2022	7/8/2022	2,460	1,500	\$1,033,178	\$77,195
Non-annual	Wisconsin Sec of Amer Water Works Assoc	Annual Meeting & Water Utility Expo 2022	9/13/2022	264	500	\$337,377	\$20,102
Non-annual	Wisconsin Sec 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 2024	10/23/2024	796	7,000	\$1,202,392	\$39,504
GMCVB Contracts Definite = 22				14,148	37,175	\$10,499,428	\$631,956

ALL 2017 MASC DEFINITE CONTRACTS FOR MONONA TERRACE

New or Non-Annual	Account Name	Lead Name	Event Start Date	Total Rooms	Attend	Direct Spending	Contract Revenue
New	CrossFit, Inc.	2017 CrossFit Open 17.5	3/19/2017	200	500	\$74,624	\$6,900
New	CrossFit, Inc.*	2017 CrossFit Games	7/27/2017				\$1,940
	Gymfinity Children's Activity Center	2018 Dairy Aire Gymnastics Invitational	2/23/2018	170	1,200	\$135,117	\$18,133
	Madison Festivals Inc	2018 Run Madtown	5/25/2018	809	4,500	\$313,404	\$4,998
New	USA Yoga Federation	2018 USA Yoga National Championship	6/29/2018	200	250	\$95,906	\$3,496
	World Triathlon Corporation	IRONMAN Wisconsin 2018	9/4/2018	5,452	14,800	\$3,011,032	\$33,068
	Madison Festivals Inc	2018 Madison Marathon	11/9/2018	300	8,000	\$493,271	\$2,550
MASC Contracts Definite = 7				7,131	29,250	\$4,123,354	\$71,085

* Rooms, attendance and Direct Spending are city wide not Monona Terrace attributable

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

<u>Account Name</u>	<u>Lead Name</u>	<u>Event Start Date</u>	<u>Room Nights</u>	<u>Attend</u>	<u>Direct Spending</u>	<u>Contract Amount</u>
AIA Wisconsin	Annual Convention 2021	5/4/2021	75	2,000	\$318,775	\$29,312
Mary Kay	Career Conference 2020	3/25/20	195	2,000	\$413,691	\$22,596
Contracts Pending = 2			270	4,000	\$732,465	\$51,908

GMCVB Contracts definite since the end of Year2017

<u>Account Name</u>	<u>Lead Name</u>	<u>Event Start Date</u>	<u>Room Nights</u>	<u>Attend</u>	<u>Direct Spending</u>	<u>Contract Amount</u>
Symposium on Research in Child Language Disorders	40 th Annual Conference	6/5/2019	580	300	\$149,978	\$5,933
Contracts Definite post-YE 2017 = 1			580	300	\$149,978	\$5,933

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

Account Name	Lead Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Amount
CrossFit, Inc.*	2018 CrossFit Games	7/26/2018				\$6,780
Gymfinity Children's Activity Center	2019 Dairy Aire Gymnastics Invitational	2/22/2019	600	1,200	\$350,126	\$24,029
Contracts Pending = 2			600	1,200	\$350,126	\$30,809

* Rooms, attendance and Direct Spending are city wide not Monona Terrace attributable

MONONA TERRACE – GMCVB & MASC

Confirmed Events occurring in 2017

<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>
L & L Exhibition Management	2018 Madison Home Expo	1/4/2018	125	8,000	\$705,542	\$36,966
Dairy Business Association	2018 Dairy Strong Conference	1/16/2018	350	600	\$170,851	
L & L Exhibition Management	Madison Build, Remodel & Landscape	2/14/2018	125	8,000	\$698,776	\$29,295
Wisconsin School Counselor Association	Annual Conference 2018	2/19/2018	895	1,100	\$538,426	\$23,486
Gymfinity Children's Activity Center	2018 Dairy Aire Gymnastics Invitational	2/23/2018	170	1,200	\$138,250	\$18,133
Mary Kay Inc	Career Conference 2018	3/21/2018	186	2,000	\$414,077	\$21,287
Pharmacy Society of Wisconsin	2018 Educational Conference	4/4/2018	95	250	\$68,197	\$10,372
Wisconsin Medical Society	2018 Annual Convention	4/13/2018	175	300	\$108,945	\$13,110
Wisconsin Association of School Nurses	2018 WASN Spring Conference	4/17/2018	110	250	\$153,598	\$10,395
Wisconsin Nurses Association	32nd Annual Pharma & Clinical Update	4/25/2018	362	520	\$214,918	\$19,576
AIA Wisconsin	Annual Convention 2018	5/8/2018	110	2,000	\$324,628	\$28,104
Madison Festivals Inc	2018 Run Madtown	5/25/2018	809	4,500	\$313,404	\$4,998
Symp on Rsrch in Child Language Disorders	39th Annual Conference - 2018	6/6/2018	530	300	\$172,010	\$5,866
Forest Products Society	2018 International Convention	6/10/2018	300	175	\$126,901	\$11,870

MONONA TERRACE – GMCVB & MASC

Confirmed Events occurring in 2017

Account Name	Event Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Revenue	
Private Event	Pabich Wedding Block	6/15/2018	89	400	\$48,675		
Blue52 Productions, LLC	2018 Natl Space & Missile Materials Symp	6/21/2018	1,147	450	\$487,759	\$33,447	
USA Yoga Federation	2018 USA Yoga National Championship	6/29/2018	200	250	\$95,906	\$3,496	
Solution Tree	2018 PLC Institute	7/16/2018	1,000	1,200	\$547,566	\$44,450	
Cognitive Science Society	2018 Annual Conference	7/23/2018	934	1,000	\$907,389	\$51,895	
LeMans Corporation	Parts Unlimited & Drag Specialties Expo	8/21/2018	1,345	1,000	\$889,292	\$37,166	
World Triathlon Corporation	IRONMAN Wisconsin 2018	9/4/2018	5,452	14,800	\$3,011,032	\$33,068	
WI Section of Amer Water Works Assoc	Annual Meeting & Water Utility Expo	9/11/2018	410	500	\$384,938	\$19,329	
WI Housing and Economic Dev Authority	2018 Multi-Family Housing Conference	10/1/2018	100	600	\$91,550	\$12,395	
PDS (Paragon Development Systems)	PDS Connect 2018	10/15/2018	380	600	\$293,265	\$19,335	
Wisconsin Music Educators Association	Wisconsin State Music Conference 2018	10/23/2018	479	5,000	\$869,826	\$32,394	
Meeting Professionals Intl - WI Chapter	2018 MPI Great Lakes Education Summit	11/3/2018	279	250	\$125,232	\$10,050	
			26 Events	16,157	55,245	\$11,900,952	\$530,483