



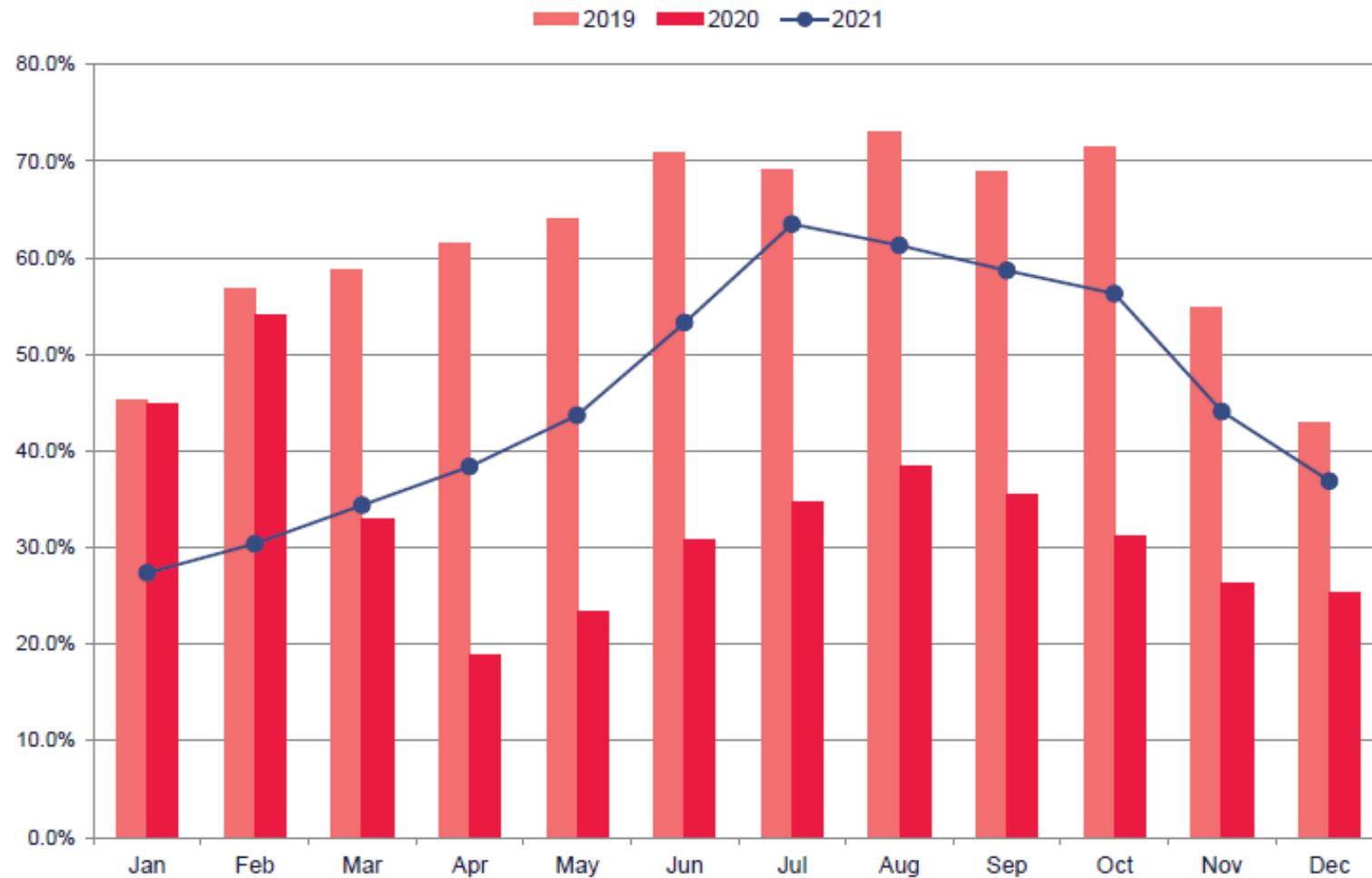
Destination Madison 2021 Year-End Report

Monona Terrace Community and
Convention Center
Board of Directors Presentation
February 17, 2022

destination
madison

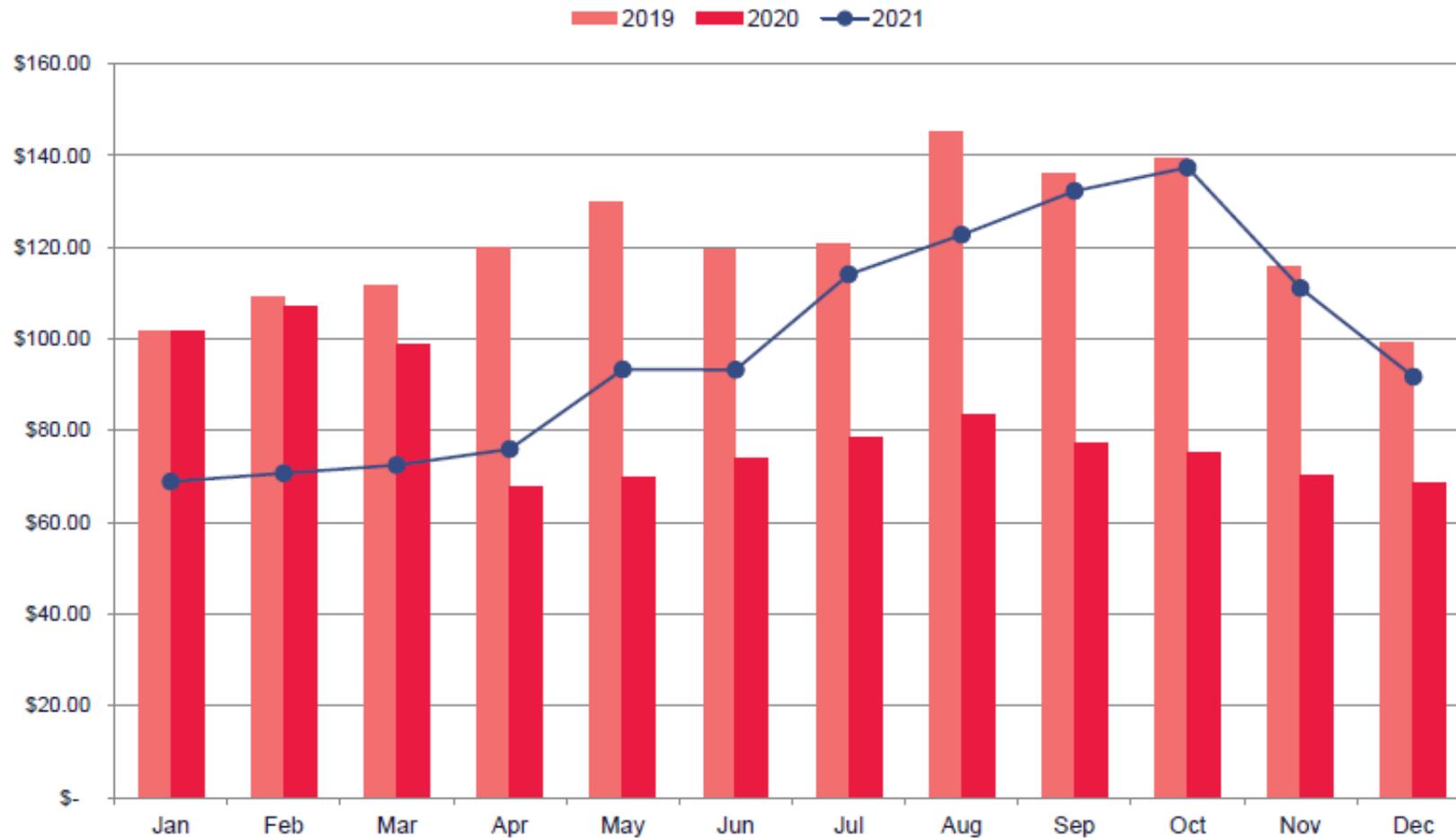
STATE OF THE INDUSTRY

Hotel Occupancy



Note year over year inventory does not include COVID related closings

Hotel ADR



Note year over year does not include COVID related closings

RECOVERY PLAN

Progress Update May 2021 – January 2022

Recovery Priority #1

Implement a creative, year-long marketing/storytelling program to inspire travel to Madison.



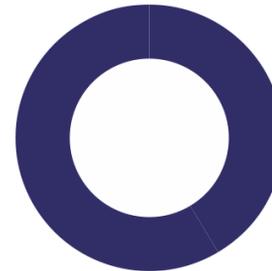
Recovery Priority #2

Pursue aggressive sales and sports plans to ensure competitive market advantage and to invigorate the economic engine those markets provide our community.



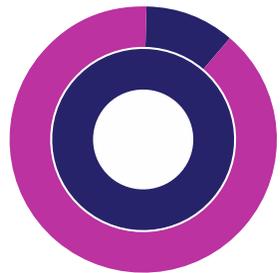
Leads Generated

■ Goal: 100
■ Actual: 150
■ Stretch: 167



Planner Touchpoints

■ Goal: 2,080+
■ Actual: 2,278

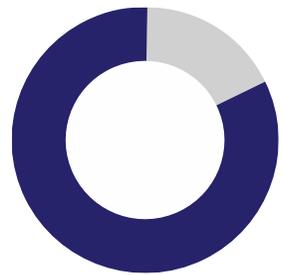


Room Nights

■ Goal: 54,000
■ Actual: 78,223
■ Stretch: 89,000

Recovery Priority #3

Engage in and support Downtown's recovery and revitalization to preserve Madison's reputation as a vibrant and desirable destination.



Downtown KPIs

■ Goal: 1,500
■ Actual: 1,271

- Dedicated Website (200 points) / **200**
- Dedicated collateral (20 points each) / **60**
- Dedicated positive stories (20 points each) / **60**
- Dedicated external travel blogs (40 points each) / **160**
- Dedicated internal travel blogs (40 points each) / **60**
- Pedestrian increases related to events (30 points each) / **390**
- Promote local downtown events (10 points each) / **210**
- Sponsor downtown events (40 points each) / **40**
- Downtown Partner listings (5 points new, .25 points non-partner) / **91**
- Affect downtown policy (50 points) / **0**

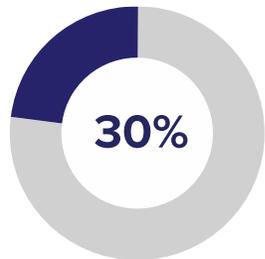
Recovery Priority #4

Create and foster connections between public entities, private partners and stakeholders to rebuild our economy.



Recovery Priority #5

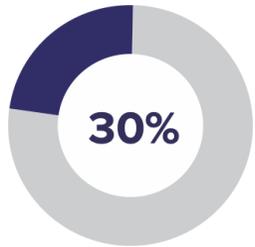
Elevate and embrace Diversity Equity Accessibility Inclusion (DEAI) inside and outside the organization to design and promote a welcoming environment and physical space for residents and visitors.



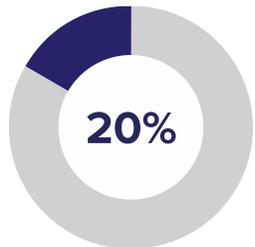
Develop DEAI Advancement Roadmap for DM

Recovery Priority #6

Propel the recovery of Madison's tourism industry by ensuring critical funding is secured for Destination Madison, and vital regional workforce is recruited and developed for hospitality partners



Five Year City Contract



Implement a Workforce Development Task Force

CONVENTION & SPORTS SALES

Convention Sales Activities

Pending business to close

- Public Relations Society of America – Jun 2023 \$15K/800 rm nights
- Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) – May 2023 \$98K/4,600 rm nights
- Blue52 Productions – June 2022, \$32,985/1,040 rm nights
- American Association of Motor Vehicles Administrators – Sept 2023, \$68,868/2,368

Total = \$215K/8,808 rm nights

Recently Confirmed

- Wisconsin Section American Water Works Association – Sept 2025-29, \$83,745
- Federation of Tax Administrators – August 2023, \$14,366
- **Total = \$98,111**

Convention Sales Activities

- Prospecting
- Tradeshow activity
 - PCMA, January – Las Vegas
 - CESSE, January – Annapolis, MD
 - Meetings Industry Council, March - Denver
 - Destinations Celebration, April – Kansas City

Sports Sales Activities

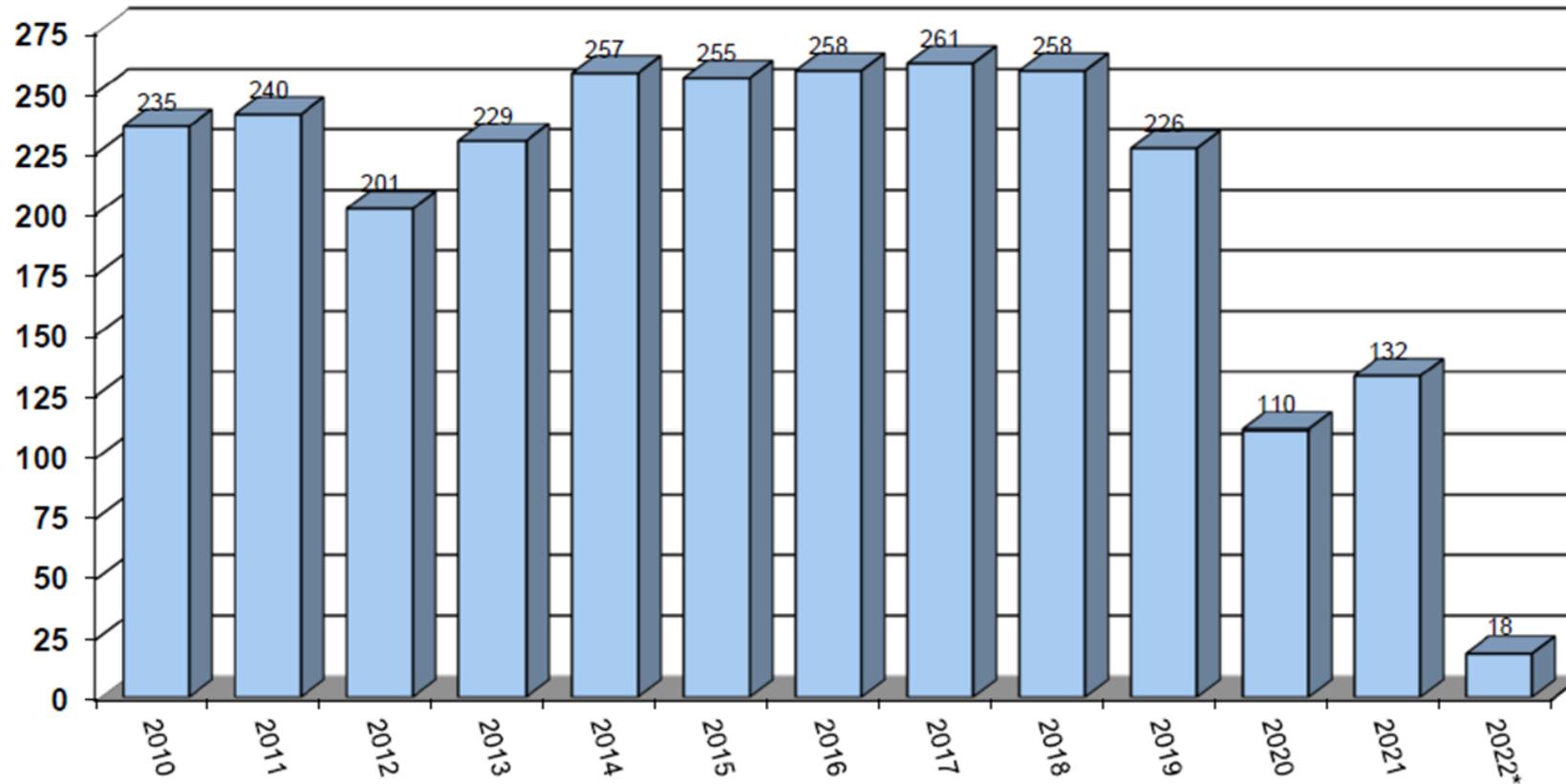
- Feb/March Events – Gymnastics, WIAA, Middle School State Basketball Grant
- Indianapolis Sales Trip
- Youth Grant Fundraising events
 - Fund-Racer
 - Burpees for Bucks

THANK YOU!

APPENDIX

Sales Activities

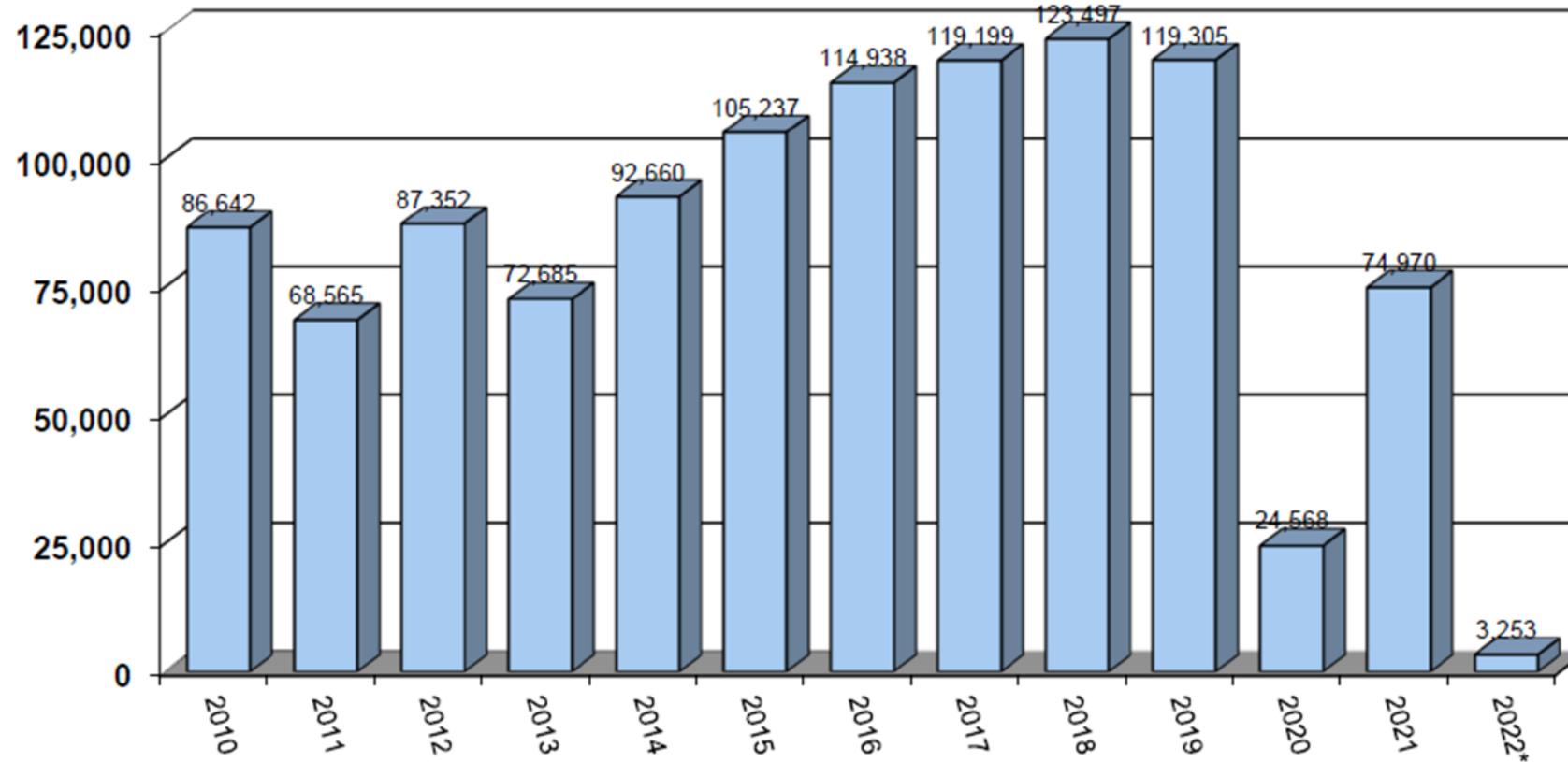
Destination Madison Sales & MASC Sales
Leads per Year



* Year to Date

Sales Activities

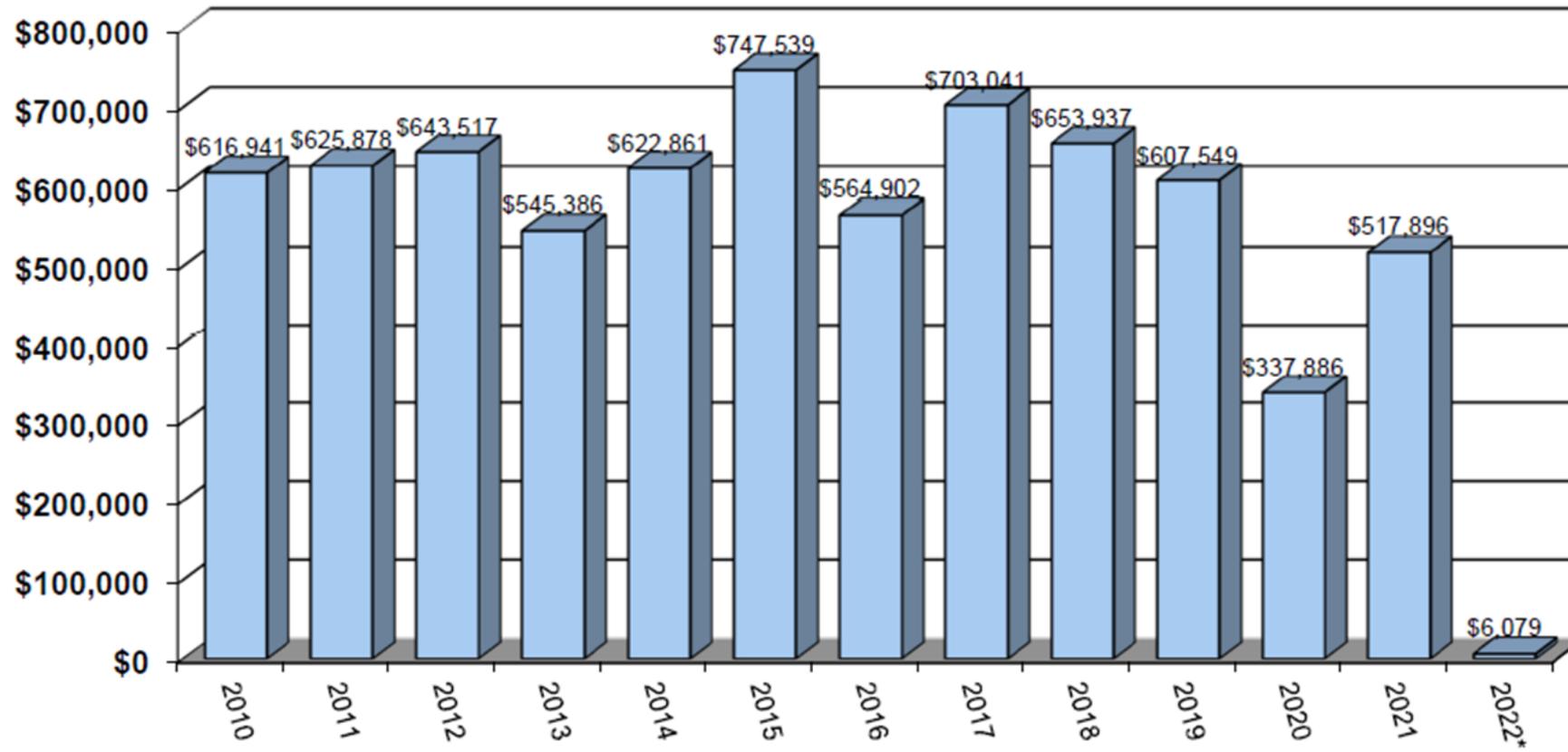
Destination Madison Sales & MASC Sales
Confirmed Event Room Nights per Year



* Year to Date

Sales Activities

Destination Madison Sales & MASC Sales
Monona Terrace Contract Revenue per Year



* Year to Date

2022 Confirmed Events

Account Name	Lead Name	Attend	EEI Value	Event Start Date	Total Rooms	Headquarter Facility
Upledger Institute	Health Care Seminar - Jan. 2022	44	\$10,523	1/5/2022	40	Madison Concourse
MYHockey	2022 MYHockey MidWinter Classic	500	\$363,566	1/15/2022	1,260	Sun Prairie Ice
Wisconsin State Bowling Association	2022 Youth State Bowling Championships	2,200	\$1,518,828	2/4/2022	990	Bowling Centers
Natl Intramural Recreation & Sports Assoc	2022 NIRSA Regional Basketball Tournament	150	\$35,014	2/4/2022	76	UW Nic
Wisconsin Public Television	Wisconsin Garden & Landscape Expo 2022	20,000	\$1,519,199	2/10/2022	90	Alliant Energy Center
MYHockey	2022 MYHockey Presidents Cup	500	\$374,534	2/19/2022	1,260	Sun Prairie Ice
Gymfinity Children's Activity Center	2022 Dairy Aire Gymnastics Invitational	4,000	\$152,320	2/25/2022	100	Monona Terrace
National Wildlife Rehabilitators Association	Symposium 2022	475	\$469,275	2/27/2022	1,151	Madison Concourse
USA Curling	2022 National Championships	400	\$308,157	3/1/2022	828	Capitol Ice Arena
United Way of Wisconsin	2022 United Way Great Rivers Conference	300	\$165,696	3/6/2022	550	Madison Concourse
State Basketball Championships	2022 Wis Middle School State Championship	3,125	\$1,034,374	3/10/2022	2,092	UW Nic
Wisconsin Interscholastic Athletic Assoc	2022 Boys State Basketball Team Rooms	350	\$197,335	3/16/2022	709	UW Kohl Center
Mary Kay Cosmetics	Career Conference 2022	1,500	\$375,245	3/23/2022	195	Monona Terrace

2022 Confirmed Events

Account Name	Lead Name	Attend	EEI Value	Event Start Date	Total Rooms	Headquarter Facility
Wis Future Business Leaders of America	State Leadership Conference 2022	2,000	\$819,045	3/27/2022	1,876	Alliant Energy Center
Central States Communication Assoc	CSCA Annual Convention 2022	800	\$350,377	3/29/2022	829	Madison Concourse
Wisconsin Tourette Association	Tourette Connect Conference	125	\$14,936	4/2/2022	15	Park Hotel
SkillsUSA Wisconsin Association	State Leadership and Skills Conference 2022	2,300	\$701,063	4/4/2022	500	Alliant Energy Center
Pharmacy Society of Wisconsin	2022 Educational Conference	400	\$133,825	4/4/2022	80	Monona Terrace
Wisconsin Medical Society	2022 Annual Convention	300	\$105,039	4/7/2022	190	Monona Terrace
HelmsBriscoe	CRU Dance - 2022 Madison Competition	350	\$31,977	4/8/2022	53	Oregon H.S.
Cognitive Development Society	13th Biennial Conference-2022	900	\$504,287	4/20/2022	950	Monona Terrace
Epic	2022 XGM - Week 1	4,700	\$3,856,818	4/24/2022	11,071	Epic Conf Center
AIA Wisconsin	Annual Convention 2022	2,000	\$310,106	4/26/2022	92	Monona Terrace
Wisconsin Holstein Association	2022 Wisconsin Dairy Showcase	500	\$155,874	4/27/2022	225	Alliant Energy Center
Epic	2022 XGM - Week 2	4,700	\$4,175,698	5/1/2022	10,613	Epic Conf Center
Midwest Archives Conference	MAC 2022 Annual Meeting	400	\$161,845	5/3/2022	465	Madison Concourse

2022 Confirmed Events

Account Name	Lead Name	Attend	EEI Value	Event Start Date	Total Rooms	Headquarter Facility
Greg Reinhard Baseball Academy	2022 May Classic	1,200	\$310,009	5/6/2022	375	DeforestSportCmplx
Municipal Electric Utilities of Wisconsin	MEUW Annual Meeting 2022	150	\$80,269	5/10/2022	155	Madison Concourse
University of Colorado Boulder	2022 Sun-Climate Symposium	75	\$60,589	5/15/2022	240	Madison Concourse
Central States Water Environment Assoc	Annual Meeting 2022	400	\$233,582	5/16/2022	134	Monona Terrace
Greg Reinhard Baseball Academy	2022 Midwest Elite (13U-14U)	1,200	\$310,009	5/20/2022	375	DeforestSportCmplx
Greg Reinhard Baseball Academy	2022 Midwest Elite (9U-12U)	1,200	\$310,009	5/27/2022	375	DeforestSportCmplx
Madison Minotaurs Rugby Football Club	2022 Madtown Scrumdown	150	\$39,387	5/27/2022	75	WI Rugby Cmplx
Wisconsin Primary Health Care Assoc	CEO Leadership Retreat	55	\$16,541	6/1/2022	40	Park Hotel
Symp on Research in Child Lang Disorders	43rd Annual Conference - 2022	300	\$125,517	6/1/2022	435	Monona Terrace
Greg Reinhard Baseball Academy	2022 June Classic	1,200	\$308,228	6/3/2022	375	DeforestSportCmplx
Sustainable Forestry Initiative	2022 SFI Annual Conf and PLT Intl Conference	275	\$255,618	6/11/2022	832	Madison Concourse
Garden Bloggers Fling	2022 Garden Bloggers Fling	75	\$64,905	6/22/2022	210	Madison Concourse
American Simmental Association	2022 AJSA National Classic	1,200	\$849,753	6/24/2022	1,845	Alliant Energy Center

2022 Confirmed Events

Account Name	Lead Name	Attend	EEI Value	Event Start Date	Total Rooms	Headquarter Facility
Professional Disc Golf Association	2022 US Women's Disc Golf Championships	250	\$107,371	6/28/2022	100	Elver Park
Intl Society for Computational Biology	Intelligent Systems for Molecular Biology 2022	1,500	\$1,033,178	7/8/2022	2,460	Monona Terrace
Fed of US Teachers of Highland Dancing	2022 ScotDance USA National Championships	1,500	\$613,710	7/13/2022	805	Marriott West
American Society for Virology	41st Annual Meeting (2022)	1,700	\$1,640,612	7/14/2022	4,705	Monona Terrace
Greg Reinhard Baseball Academy	2022 July Classic	1,200	\$419,812	7/15/2022	500	DeforestSportCmplx
National Assoc of State Election Directors	NASED 2022 Annual Summer Meeting	180	\$104,919	7/17/2022	412	Madison Concourse
Madison Mini-Marathon L.L.C.	2022 Madison Mini-Marathon	11,800	\$933,455	7/21/2022	415	Marathon Course
Wisconsin Sports Services	2022 Badgerland Softball World Series	1,500	\$281,907	7/21/2022	300	Sun Prairie H.S.
Lacrosse America	2022 Madison Capital Classic	1,500	\$430,420	7/22/2022	820	Reddan
American Meteorological Society	25th Conf Satellite Meteorology/17th Conf Polar...	675	\$991,137	8/6/2022	3,339	Monona Terrace
LeMans Corporation	Parts Unlimited & Product Expo 2022	1,000	\$887,275	8/16/2022	1,303	Monona Terrace
Wisconsin Holstein Association	2022 Wisconsin Summer Championship Show	500	\$226,637	8/22/2022	300	Alliant Energy Center
Cohousing Association of the US	2022 Annual Meeting	500	\$277,536	8/24/2022	267	Madison Concourse

2022 Confirmed Events

Account Name	Lead Name	Attend	EEI Value	Event Start Date	Total Rooms	Headquarter Facility
Northstar Meetings Group	Destination Midwest 2022	70	\$49,409	8/27/2022	154	Madison Concourse
Wisconsin Public Television	Great Wisconsin Quilt Show 2022	20,000	\$1,553,129	9/6/2022	155	Alliant Energy Center
World Triathlon Corporation	IRONMAN Wisconsin 2022	14,800	\$3,132,299	9/6/2022	5,371	Monona Terrace
Wis Section American Water Works Assoc	Annual Meeting & Water Utility Expo 2022	500	\$337,377	9/12/2022	264	Monona Terrace
International Society for Stem Cell Research	ISSCR 2022 International Symposia	800	\$453,876	9/20/2022	200	Monona Terrace
Brown Swiss Cattle Breeders' Association	2022 Brown Swiss World Congress	350	\$334,199	10/1/2022	900	Monona Terrace
Natl Assoc Ext 4-H Youth Dev Professionals	Annual Conference 2022	1,000	\$971,522	10/7/2022	2,287	Monona Terrace
Gamehole Con	Gamehole Con 2022 Room Block	3,000	\$887,791	10/19/2022	1,738	Alliant Energy Center
Wisconsin Music Educators Association	Wisconsin State Music Conference 2022	3,800	\$847,934	10/26/2022	481	Monona Terrace
Wisconsin Society of Assoc Executives	2022 WSAE Annual Summit	150	\$62,488	11/29/2022	55	Madison Concourse
Madison College Athletics	2022 60Eight Basketball Tournament	2,000	\$263,878	12/16/2022	18	Madison College
Confirmed Events to occur in 2022 = 63		130,774	\$37,651,243		69,115	as of 2.15.22