



PERFORMANCE REPORT

City of Madison June 21, 2016

THE VISITOR ECONOMY – 2015 VISITOR SPENDING IMPACT

- Total Business Sales exceeded **\$1.98 Billion**
- Direct spending increased 6.2% - to **\$1.15 Billion**
- Employment is up 3% - over **21,000 jobs**
- Labor income increased 8.1% - **\$593 Million**
- State and local taxes increased 4.3% - **\$146 Million**

PERFORMANCE REPORT: YTD

Through 31 May 2016 the Greater Madison Convention & Visitors Bureau (GMCVB) and Madison Area Sports Commission (MASC) achieved the following:

- Contracted for **68** future events that are expected to generate **\$13.3** million in direct spending (economic impact) in our communities.
- Monona Terrace Contract revenue totaled **\$202,209** or 25.8% of 2016 goal.

PERFORMANCE REPORT: YTD

We continued to pursue several strategic initiatives during Q1:

- Launched a **Destination Visioning** initiative to identify the future vision for greater Madison: conducted interviews, workshops and focus groups
- Engaged in the product development conversations for a downtown Madison convention hotel (**Judge Doyle Square**)
- Actively engaged in the **Alliant Energy Center** Feasibility Study and Master Planning Committee
- Participated in **MG&E's Community Engagement** Initiative

MARKETING CAMPAIGNS : 2016 LEISURE CAMPAIGN

MADISON
GOING • BEYOND • VISIT

PLANNERS PARTNERS MEDIA ABOUT US
HOTELS EVENTS THINGS TO DO RESTAURANTS PLAN YOUR TRIP

N 43° W 89°

COORDINATE YOUR NEXT FOODIE ADVENTURE!

When warm weather calls for a satisfying foodie road trip, make your way to 43° N, 89° W: Madison, WI Greater Madison's foodie scene been highlighted by the *Wall Street Journal, Travel + Leisure* and *Rachel Ray*, and is often on *USA Today's* top ten gastronomic lists. The city's wealth of culinary delights is as deep as its agricultural heritage, and is worthy of your next breakfast, lunch and dinner!

FARMERS' MARKET
OUTDOOR DINING
JAMES BEARD CHEFS
FOOD CARTS
EVENTS & TOURS
FISH FRY & SUPPER CLUBS

- **Campaign timeline:** Year-round
- **\$60k awareness campaign** dedicated to destination points of difference and pillar events
- **Theme:** Madison Coordinates, an umbrella campaign that is “ownable” for Madison and flexible in working with year-round content
- **Key markets:** Chicago & suburbs, WI, Rockford, Milwaukee, Iowa, Minnesota
- **Tactics:** All drive to leisure microsite and include:
 - Advertorials/content marketing
 - Social Media
 - Google AdWords
 - Co-op programs with Dept. of Tourism

GMCVB PUBLIC RELATIONS HIGHLIGHTS



Coverage of Hotel Week



America's Heartland:
Conferences on Campus



Coverage of Hotel Week





MADISON AREA
SPORTS COMMISSION



SPORTS MARKETING HIGHLIGHTS

Morning Sports Report : The Stories Behind the Stripes (officiating)



- 80 attendees, in addition to 25 students from Union Grove High School

MASC Youth Grant "Big Check" Presentations



- 12 grants awarded for a total of \$20,429.47

SPORTS MARKETING HIGHLIGHTS: WIAA BASKETBALL

WELCOME PROGRAM TACTICS:



SPORTS MARKETING: WIAA BASKETBALL

SAMPLING OF PRINT ADS:



SAMPLING OF DIGITAL ADS:



MONONA TERRACE – GMCVB & MASC

Confirmed Events in 2016

| Account Name | Event Start Date | Room Nights | Attendance | Direct Spending | Contract Amount |
|---|------------------|-------------|------------|-----------------|-----------------|
| L & L Exhibition Management | 1/7/2016 | 125 | 10,000 | \$643,425 | \$35,697 |
| USA Climbing | 1/22/2016 | 727 | 1,500 | \$662,073 | \$52,860 |
| L & L Exhibition Management | 2/10/2016 | 125 | 8,000 | \$705,418 | \$28,329 |
| Wisconsin School Counselor Association | 2/15/2016 | 765 | 1,200 | \$576,796 | \$21,615 |
| Gymfinity Children's Activity Center | 2/26/2016 | 100 | 1,200 | \$126,558 | \$14,164 |
| Mary Kay Inc | 3/23/2016 | 202 | 2,000 | \$303,940 | \$21,304 |
| Wisconsin Medical Society | 4/1/2016 | 170 | 300 | \$163,800 | \$12,231 |
| Pharmacy Society of Wisconsin | 4/5/2016 | 90 | 250 | \$120,480 | \$9,984 |
| National Assoc for Campus Activities | 4/6/2016 | 798 | 800 | \$502,000 | \$44,870 |
| Wisconsin Association of School Nurses | 4/13/2016 | 202 | 250 | \$111,162 | \$10,517 |
| Central States Water Environment Association | 4/18/2016 | 25 | 150 | \$22,107 | |
| AIA Wisconsin | 4/26/2016 | 120 | 2,000 | \$160,640 | \$27,751 |
| Amer Soc of Heating, Refrigeration & AC Engineers | 4/28/2016 | 100 | 200 | \$90,375 | \$5,935 |
| Sonic Foundry | 5/1/2016 | 710 | 290 | \$291,160 | |
| Central States Water Environment Association | 5/16/2016 | 250 | 400 | \$200,200 | \$12,797 |
| UW-Madison Russian Flagship | 5/20/2016 | 565 | 140 | \$147,435 | |
| Madison Festivals Inc | 5/27/2016 | 539 | 4,500 | \$248,295 | \$5,780 |
| National Farm to School Network | 5/30/2016 | 2,400 | 1,300 | \$1,011,359 | \$30,575 |

MONONA TERRACE – GMCVB & MASC

Confirmed Events in 2016

| Account Name | Event Start Date | Room Nights | Attendance | Direct Spending | Contract Amount |
|---|------------------|---------------|---------------|---------------------|------------------|
| High Temperature Plasma Diagnostics | 6/5/2016 | 930 | 300 | \$353,065 | \$12,585 |
| International Conf on Quantitative Genetics | 6/11/2016 | 1,850 | 1,000 | \$1,029,984 | |
| Cooperative Educ Services Agency | 6/13/2016 | 75 | 200 | \$53,086 | \$6,000 |
| Symposium on Research in Child Language Disorders | 6/15/2016 | 490 | 300 | \$190,313 | \$5,736 |
| Lead Wisconsin | 6/17/2016 | 10 | 80 | \$6,710 | |
| Assoc of Wisconsin School Administrators | 6/21/2016 | 323 | 500 | \$291,200 | \$25,361 |
| Society for Conservation Biology | 7/15/2016 | 1,735 | 800 | \$741,433 | \$38,214 |
| International Herpesvirus Workshop | 7/22/2016 | 1,385 | 450 | \$451,800 | \$43,419 |
| American Meteorological Society | 8/13/2016 | 1,184 | 375 | \$492,274 | \$23,100 |
| LeMans Corporation | 8/22/2016 | 1,600 | 1,000 | \$811,982 | \$46,748 |
| World Triathlon Corporation | 9/6/2016 | 7,572 | 30,000 | \$4,244,405 | \$32,269 |
| WI Section of Amer Water Works Assoc | 9/13/2016 | 460 | 500 | \$336,700 | \$22,110 |
| North American Assoc for Environmental Education | 10/16/2016 | 1,716 | 1,000 | \$1,021,398 | \$55,389 |
| Wisconsin Music Educators Association | 10/26/2016 | 1,257 | 5,000 | \$928,200 | \$33,909 |
| Society of American Foresters | 10/30/2016 | 2,843 | 1,300 | \$1,416,424 | \$59,362 |
| Upper MW Reg.-Assoc College & Univ Housing Officers | 11/6/2016 | 790 | 500 | \$350,625 | \$22,655 |
| Madison Festivals Inc | 11/10/2016 | 559 | 8,000 | \$493,038 | \$10,455 |
| WI Housing and Economic Dev Authority | 11/13/2016 | 60 | 600 | \$80,492 | \$12,010 |
| 36 Meetings | | 32,852 | 86,385 | \$19,380,352 | \$783,731 |

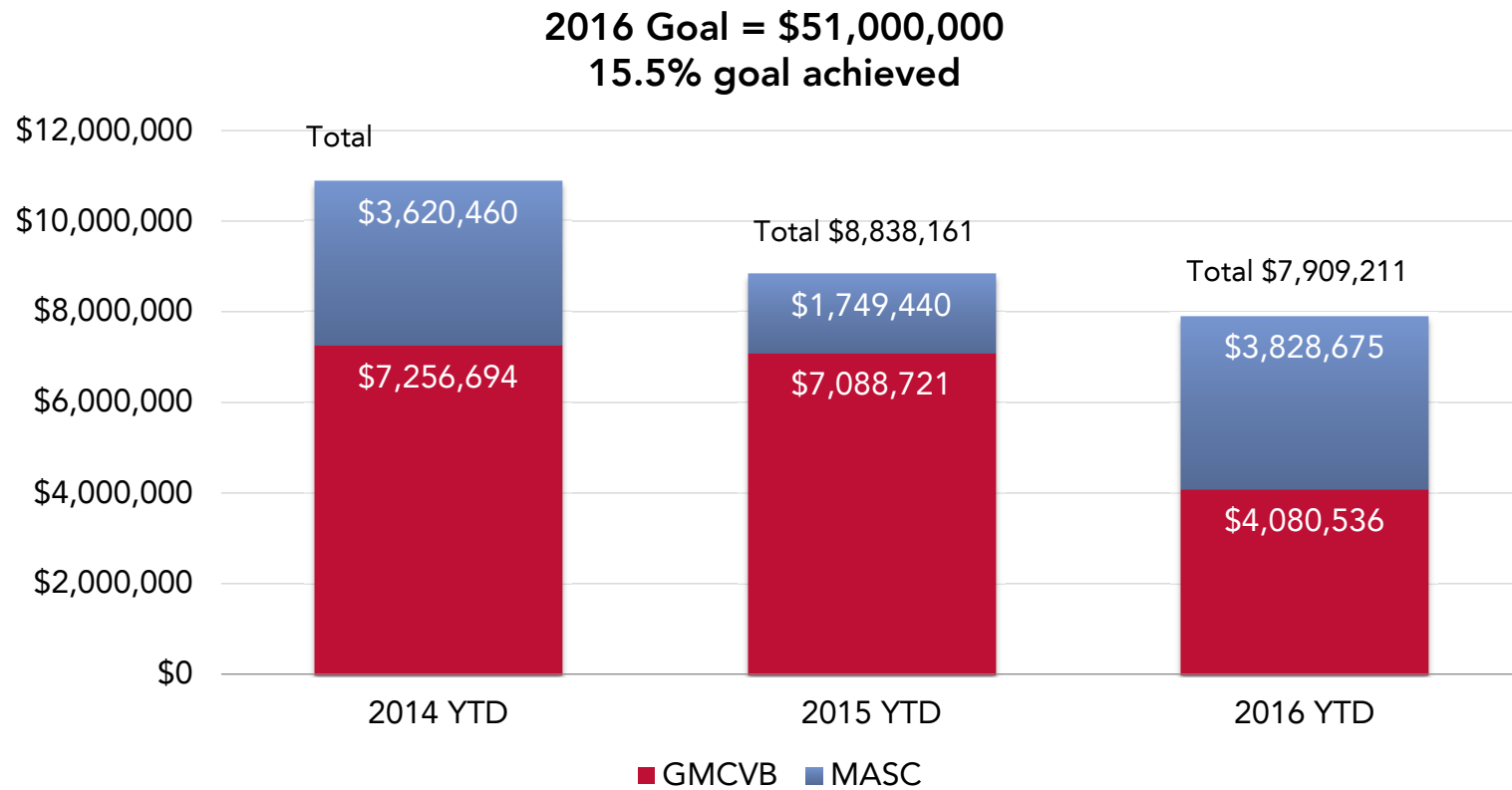
WHAT'S NEXT?

World Dairy Expo 50th Anniversary



APPENDIX.

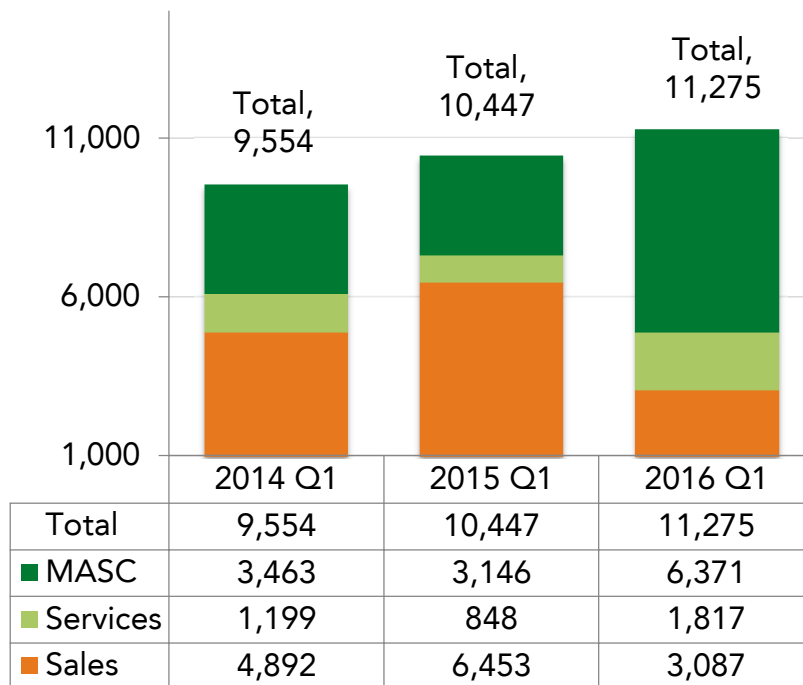
Q1 2016 - GMCVB & MASC DIRECT SPENDING FOR FUTURE EVENTS



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

Q1 - 2016 CONTRACTED ROOM NIGHTS FOR GMCVB & MASC

2016 Goal = 92,000
12.3% 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.

ALL – GMCVB & MASC Confirmed Events in 2016

| Account Name | Event Start Date | Room Nights | Attendance | Direct Spending | Venue |
|--|------------------|-------------|------------|-----------------|--------------------------------|
| L & L Exhibition Management | 1/7/2016 | 125 | 10,000 | \$643,425 | Monona Terrace Bowling Centers |
| Wisconsin State Bowling Association | 1/8/2016 | 9,792 | 7,000 | \$3,907,192 | Madison Concourse |
| RevolutionEHR | 1/10/2016 | 794 | 190 | \$211,243 | Crowne Plaza |
| Upledger Institute | 1/13/2016 | 60 | 45 | \$14,142 | Edgewater Sun Prairie |
| Wisconsin Association of Convention and Visitors Bureaus | 1/14/2016 | 20 | 25 | \$6,628 | Ice Esser Pond |
| MYHockey | 1/15/2016 | 450 | 650 | \$257,635 | Mdltn Monona |
| Mad City Pond Hockey | 1/22/2016 | 40 | 500 | \$31,237 | Terrace Madison |
| USA Climbing | 1/22/2016 | 727 | 1,500 | \$662,073 | Concourse Madison |
| National Association of Insurance & Financial Advisors | 1/25/2016 | 50 | 200 | \$29,081 | Concourse Madison |
| Wisconsin FFA Alumni Association | 2/5/2016 | 260 | 350 | \$89,983 | Concourse Monona |
| L & L Exhibition Management | 2/10/2016 | 125 | 8,000 | \$705,418 | Terrace Alliant Energy Center |
| Wisconsin Public Television | 2/11/2016 | 470 | 20,000 | \$1,542,673 | Sun Prairie Ice |
| MYHockey | 2/12/2016 | 375 | 650 | \$265,319 | Ice |

ALL – GMCVB & MASC Confirmed Events in 2016

| Account Name | Event Start Date | Room Nights | Attendance | Direct Spending | Venue |
|--|------------------|-------------|------------|-----------------|--|
| Wisconsin School Counselor Association | 2/15/2016 | 765 | 1,200 | \$576,796 | Monona Terrace Madison |
| Landmark Services Cooperative | 2/19/2016 | 25 | 50 | \$14,526 | Concourse |
| Association of State Floodplain Managers | 2/22/2016 | 30 | 30 | \$7,381 | Edgewater |
| Wisconsin Swimming | 2/26/2016 | 80 | 500 | \$74,594 | UW NAT Alliant Energy Center |
| Wisconsin Fishing Expo (formerly Madison Fishing Expo) | 2/26/2016 | 240 | 20,000 | \$1,436,379 | Monona Terrace Alliant Energy Center |
| Gymfinity Children's Activity Center | 2/26/2016 | 100 | 1,200 | \$126,558 | Madison Concourse Alliant Energy Center |
| Townsquare Media | 3/4/2016 | 0 | 5,000 | \$319,902 | Madison Concourse Alliant Energy Center |
| Wisconsin County Constitutional Officers Association | 3/6/2016 | 335 | 175 | \$93,135 | Madison Concourse Alliant Energy Center |
| Wisconsin Department of Health Services | 3/7/2016 | 0 | 250 | \$4,400 | SEA |
| Wisconsin Sports Services | 3/11/2016 | 120 | 250 | \$56,030 | Stoughton |
| US Speedskating | 3/15/2016 | 360 | 400 | \$164,881 | Verona Ice |
| Wisconsin Interscholastic Athletic Association (WIAA) | 3/16/2016 | 668 | 350 | \$197,616 | UW Kohl Ctr Alliant Energy Center |
| Gymfinity Children's Activity Center | 3/18/2016 | 190 | 750 | \$92,503 | Center |

ALL – GMCVB & MASC Confirmed Events in 2016

| Account Name | Event Start Date | Room Nights | Attendance | Direct Spending | Venue |
|---|------------------|-------------|------------|-----------------|--|
| Wisconsin Sports Services | 3/18/2016 | 120 | 250 | \$56,030 | SEA Stoughton Clarion |
| National Council for Behavioral Health | 3/20/2016 | 50 | 30 | \$16,671 | Suites Monona |
| Mary Kay Inc | 3/23/2016 | 202 | 2,000 | \$303,940 | Terrace Alliant Energy Center |
| Target Communications | 3/30/2016 | 70 | 25,000 | \$2,931,191 | Madison Concourse |
| American Nuclear Society | 3/30/2016 | 605 | 750 | \$357,278 | Crowne Plaza |
| Wisconsin Indian Education Association | 3/31/2016 | 250 | 250 | \$90,118 | Monona Terrace |
| Wisconsin Medical Society | 4/1/2016 | 170 | 300 | \$163,800 | Sun Prairie H.S. |
| Gymfinity Children's Activity Center | 4/2/2016 | 15 | 300 | \$32,464 | Marriott West |
| WACHA-The Premier Payments Resource | 4/3/2016 | 270 | 300 | \$109,442 | Cambria Suites |
| Wisconsin Assisted Living Association | 4/4/2016 | 45 | 15 | \$9,442 | Madison Concourse |
| Wisconsin Society for Human Resource Management | 4/5/2016 | 55 | 80 | \$14,585 | Monona Terrace |
| Pharmacy Society of Wisconsin | 4/5/2016 | 90 | 250 | \$120,480 | Monona Terrace |
| National Association for Campus Activities | 4/6/2016 | 798 | 800 | \$502,000 | Terrace |

ALL – GMCVB & MASC Confirmed Events in 2016

| Account Name | Event Start Date | Room Nights | Attendance | Direct Spending | Venue |
|--|------------------|-------------|------------|-----------------|-----------------------|
| Odyssey Convention | 4/8/2016 | 100 | 300 | \$102,243 | Radisson SEA |
| HelmsBriscoe | 4/8/2016 | 262 | 300 | \$82,623 | Stoughton Marriott |
| Dairy Calf & Heifer Association | 4/10/2016 | 379 | 400 | \$126,518 | West Epic Conf |
| Epic | 4/10/2016 | 8,360 | 3,300 | \$3,068,906 | Monona Terrace |
| Wisconsin Association of School Nurses | 4/13/2016 | 202 | 250 | \$111,162 | West Epic Conf |
| Wisconsin Swimming | 4/15/2016 | 30 | 200 | \$18,036 | West Epic Conf |
| Wisconsin Education Association Council | 4/15/2016 | 600 | 800 | \$289,115 | Monona Terrace |
| Central States Water Environment Association | 4/18/2016 | 25 | 150 | \$22,107 | West Epic Conf |
| Epic | 4/18/2016 | 7,014 | 3,000 | \$2,585,946 | Alliant Energy Center |
| Wisconsin Holstein Association | 4/20/2016 | 180 | 250 | \$112,509 | SEA |
| HelmsBriscoe | 4/21/2016 | 258 | 200 | \$114,231 | Alliant Energy Center |
| Wizard World, Inc. | 4/21/2016 | 501 | 10,000 | \$1,234,394 | |

ALL – GMCVB & MASC Confirmed Events in 2016

| Account Name | Event Start Date | Room Nights | Attendance | Direct Spending | Venue |
|---|-------------------------|--------------------|-------------------|------------------------|---------------------------------|
| Wisconsin Soc for Cardiovascular & Pulmonary Health & Rehab | 4/22/2016 | 40 | 200 | \$61,746 | Marriott West Madison |
| Wisconsin Association of School Councils | 4/23/2016 | 275 | 900 | \$257,301 | Concourse Madison |
| National Atmospheric Deposition Program | 4/24/2016 | 200 | 65 | \$41,711 | Concourse Alliant Energy Center |
| SkillsUSA Wisconsin Association | 4/25/2016 | 695 | 1,500 | \$486,338 | AmericInn South Monona |
| Private Event | 4/26/2016 | 20 | 12 | \$4,683 | Terrace Marriott West |
| AIA Wisconsin | 4/26/2016 | 120 | 2,000 | \$160,640 | Sheraton Monona |
| Wisconsin Nurses Association | 4/27/2016 | 585 | 520 | \$300,487 | Terrace Alliant Energy Center |
| Sun Prairie Media Center | 4/28/2016 | 100 | 125 | \$34,567 | Monona Terrace |
| American Society of Heating, Ref and AC Engineers | 4/28/2016 | 100 | 200 | \$90,375 | Alliant Energy Center |
| Barbizon USA | 4/30/2016 | 0 | 250 | \$6,255 | Monona Terrace |
| Sonic Foundry | 5/1/2016 | 710 | 290 | \$291,160 | Terrace |
| Madison Minotaurs Rugby Football Club | 5/7/2016 | 20 | 40 | \$9,332 | Rugby Field |

ALL – GMCVB & MASC Confirmed Events in 2016

| Account Name | Event Start Date | Room Nights | Attendance | Direct Spending | Venue |
|--|------------------|-------------|------------|-----------------|--------------------------------------|
| Central States Water Environment Association | 5/16/2016 | 250 | 400 | \$200,200 | Monona Terrace Madison Concourse |
| Bosch Rexroth | 5/16/2016 | 125 | 150 | \$50,990 | SEA |
| HelmsBriscoe | 5/20/2016 | 232 | 200 | \$77,356 | Monona Terrace Alliant Energy Center |
| UW-Madison Russian Flagship | 5/20/2016 | 565 | 140 | \$147,435 | Hilton Monona Terrace |
| Women's Flat Track Derby Association | 5/26/2016 | 270 | 400 | \$178,315 | Monona Terrace |
| Private Event | 5/27/2016 | 60 | 30 | \$13,425 | Monona Terrace |
| Madison Festivals Inc | 5/27/2016 | 539 | 4,500 | \$248,295 | Monona Terrace |
| National Farm to School Network | 5/30/2016 | 2,400 | 1,300 | \$1,011,359 | Monona Terrace |
| High Temperature Plasma Diagnostics | 6/5/2016 | 930 | 300 | \$353,065 | Monona Terrace |
| UW Health Public Affairs | 6/6/2016 | 300 | 300 | \$120,087 | Monona Terrace Lake |
| National C Scow Sailing Association | 6/9/2016 | 160 | 250 | \$74,849 | Monona Country Inn |
| Swedish American Childrens Choir | 6/10/2016 | 63 | 50 | \$21,999 | Monona |

ALL – GMCVB & MASC Confirmed Events in 2016

| Account Name | Event Start Date | Room Nights | Attendance | Direct Spending | Venue |
|---|-------------------------|--------------------|-------------------|------------------------|--|
| Word Game Players Organization | 6/10/2016 | 20 | 50 | \$11,247 | Staybridge Monona |
| International Conference on Quantitative Genetics | 6/11/2016 | 1,850 | 1,000 | \$1,029,984 | Terrace Madison |
| International Performing Arts for Youth | 6/12/2016 | 120 | 27 | \$27,316 | Concourse |
| National Council on Crime & Delinquency | 6/13/2016 | 32 | 25 | \$8,419 | Edgewater Monona |
| Cooperative Educational Services Agency CESA 5 | 6/13/2016 | 75 | 200 | \$53,086 | Terrace Alliant Energy Center |
| Wisconsin Association of FFA | 6/13/2016 | 1,445 | 3,000 | \$1,125,970 | Monona |
| Symposium on Research in Child Language Disorders | 6/15/2016 | 490 | 300 | \$190,313 | Terrace Triathlon |
| Race Day Events LLC | 6/17/2016 | 810 | 1,300 | \$229,574 | Course Madison |
| American Physiological Society | 6/20/2016 | 340 | 130 | \$116,479 | Concourse Monona |
| Association of Wisconsin School Administrators | 6/21/2016 | 323 | 500 | \$291,200 | Terrace UW-Ext Conf |
| Wisconsin State Reading Association | 6/22/2016 | 250 | 175 | \$69,774 | Ctr |
| United States Boomerang Association | 6/23/2016 | 60 | 60 | \$24,949 | Cottage Grv Rugby |

ALL – GMCVB & MASC Confirmed Events in 2016

| Account Name | Event Start Date | Room Nights | Attendance | Direct Spending | Venue |
|--|-------------------------|--------------------|-------------------|------------------------|---|
| Wisconsin Sports Services | 6/24/2016 | 344 | 500 | \$139,833 | McGaw Park Alliant Energy Center |
| Private Event | 6/25/2016 | 0 | 300 | \$7,006 | Marriott West Monona Terrace |
| Syngenta Crop Protection | 6/27/2016 | 280 | 140 | \$82,803 | Madison Concourse |
| Syngenta Crop Protection | 6/27/2016 | 180 | 340 | \$61,569 | McGaw Park Alliant Energy Center |
| Deere and Company | 6/27/2016 | 240 | 100 | \$63,117 | Various Parks Middleton H.S. |
| Badgerland Softball League | 7/1/2016 | 75 | 175 | \$43,940 | Monona Terrace |
| American Hereford Association | 7/7/2016 | 2,495 | 1,200 | \$1,205,799 | Inn on the Park Monona Terrace |
| Professional Disc Golf Association | 7/8/2016 | 525 | 600 | \$233,569 | |
| Adaptive Sports USA | 7/15/2016 | 855 | 600 | \$370,764 | |
| Society for Conservation Biology | 7/15/2016 | 1,735 | 800 | \$741,433 | |
| Agricultural Marketing Resource Center | 7/20/2016 | 175 | 200 | \$69,445 | |
| International Herpesvirus Workshop | 7/22/2016 | 1,385 | 450 | \$451,800 | |

ALL – GMCVB & MASC Confirmed Events in 2016

| Account Name | Event Start Date | Room Nights | Attendance | Direct Spending | Venue |
|---|------------------|-------------|------------|-----------------|-------------------------|
| Wisconsin Sports Services | 7/22/2016 | 190 | 600 | \$123,641 | Converse Park |
| Regional Orchestra Players Association | 7/23/2016 | 382 | 100 | \$100,889 | UW-Ext Conf Ctr |
| Wisconsin Holstein Association | 7/26/2016 | 320 | 500 | \$210,832 | Alliant Energy Center |
| UW Health Public Affairs | 7/28/2016 | 525 | 2,000 | \$341,358 | UW-Madison |
| Wisconsin State Youth Bowling Association | 7/29/2016 | 75 | 100 | \$35,820 | Radisson Breese Stevens |
| American Ultimate Disc League | 8/4/2016 | 162 | 300 | \$99,224 | Alliant Energy Center |
| Moonshine Miles | 8/5/2016 | 0 | 3,000 | \$38,960 | Monona Terrace |
| American Meteorological Society | 8/13/2016 | 1,184 | 375 | \$492,274 | Edgewater Marathon |
| Association of State Floodplain Managers | 8/15/2016 | 30 | 30 | \$8,285 | Course |
| Madison Mini-Marathon L.L.C. | 8/19/2016 | 490 | 11,800 | \$939,292 | Monona Terrace |
| LeMans Corporation | 8/22/2016 | 1,600 | 1,000 | \$811,982 | HI Hotel & Suites |
| All-American Selections | 8/23/2016 | 175 | 60 | \$47,754 | |

ALL – GMCVB & MASC Confirmed Events in 2016

| Account Name | Event Start Date | Room Nights | Attendance | Direct Spending | Venue |
|---|------------------|-------------|------------|-----------------|--|
| Coverys | 8/24/2016 | 16 | 25 | \$5,401 | Edgewater Monona Terrace |
| World Triathlon Corporation | 9/6/2016 | 7,572 | 30,000 | \$4,244,405 | Terrace |
| Student Affairs in Higher Education Council | 9/7/2016 | 22 | 11 | \$6,566 | Hilton Alliant Energy Center |
| Deseret Book Company | 9/9/2016 | 0 | 1,000 | \$91,854 | Center |
| University of Wisconsin Green Bay | 9/12/2016 | 300 | 100 | \$71,725 | Radisson Monona Terrace |
| Wisconsin Section of American Water Works Association | 9/13/2016 | 460 | 500 | \$336,700 | Terrace |
| Epic | 9/18/2016 | 25,990 | 9,000 | \$9,576,398 | Epic Conf Ctr Madison Concourse |
| National League of Cities | 9/27/2016 | 198 | 75 | \$64,775 | Concourse |
| HelmsBriscoe | 9/30/2016 | 70 | 35 | \$19,114 | HotelRED |
| Madison PHP | 9/30/2016 | 70 | 250 | \$18,711 | Radisson Madison Concourse |
| Wisconsin Health Information Organization | 10/4/2016 | 7 | 160 | \$9,947 | Concourse |
| Wisconsin Interscholastic Athletic Association (WIAA) | 10/10/2016 | 525 | 40 | \$108,202 | Other |

ALL – GMCVB & MASC Confirmed Events in 2016

| Account Name | Event Start Date | Room Nights | Attendance | Direct Spending | Venue |
|--|------------------|-------------|------------|-----------------|-----------------------|
| Wisconsin Veterinary Medical Association | 10/12/2016 | 270 | 1,500 | \$230,688 | Alliant Energy Center |
| Seven Hills Global | 10/14/2016 | 168 | 100 | \$54,145 | HI Express |
| Private Event | 10/14/2016 | 35 | 25 | \$10,223 | HI Express Verona |
| North American Association for Environmental Education | 10/16/2016 | 1,716 | 1,000 | \$1,021,398 | Monona Terrace |
| Wisconsin Music Educators Association | 10/26/2016 | 1,257 | 5,000 | \$928,200 | Monona Terrace |
| Wisconsin Interscholastic Horsemanship Association | 10/27/2016 | 250 | 750 | \$196,685 | Alliant Energy Center |
| Society of American Foresters | 10/30/2016 | 2,843 | 1,300 | \$1,416,424 | Monona Terrace |
| Stampin Up | 11/3/2016 | 0 | 1,000 | \$68,507 | Alliant Energy Center |
| Upper MW Region - Assoc of College & Univ Housing Officers | 11/6/2016 | 790 | 500 | \$350,625 | Monona Terrace |
| Madison Festivals Inc | 11/10/2016 | 559 | 8,000 | \$493,038 | Monona Terrace |

ALL – GMCVB & MASC Confirmed Events in 2016

| Account Name | Event Start Date | Room Nights | Attendance | Direct Spending | Venue |
|--|------------------|-------------|------------|-----------------|-----------------------------|
| Private Event | 10/14/2016 | 35 | 25 | \$10,223 | HI Express Verona |
| North American Association for Environmental Education | 10/16/2016 | 1,716 | 1,000 | \$1,021,398 | Monona Terrace |
| Wisconsin Music Educators Association | 10/26/2016 | 1,257 | 5,000 | \$928,200 | Monona Terrace |
| Wisconsin Interscholastic Horsemanship Association | 10/27/2016 | 250 | 750 | \$196,685 | Alliant Energy Center |
| Society of American Foresters | 10/30/2016 | 2,843 | 1,300 | \$1,416,424 | Monona Terrace |
| Stampin Up | 11/3/2016 | 0 | 1,000 | \$68,507 | Alliant Energy Center |
| Upper MW Region - Assoc of College & Univ Housing Officers | 11/6/2016 | 790 | 500 | \$350,625 | Monona Terrace |
| Madison Festivals Inc | 11/10/2016 | 559 | 8,000 | \$493,038 | Monona Terrace |
| Wisconsin Veterinary Medical Association | 10/12/2016 | 270 | 1,500 | \$230,688 | Alliant Energy Center |
| Seven Hills Global | 10/14/2016 | 168 | 100 | \$54,145 | HI Express |

ALL – GMCVB & MASC Confirmed Events in 2016

| <u>Account Name</u> | <u>Event Start Date</u> | <u>Room Nights</u> | <u>Attendance</u> | <u>Direct Spending</u> | <u>Headquarter Facility</u> |
|--|-------------------------|---------------------|-------------------|------------------------|-----------------------------|
| Wisconsin Housing and Economic Development Authority | 11/13/2016 | 60 | 600 | \$80,492 | Monona Terrace Madison |
| Wisconsin Alzheimer's Institute | 11/17/2016 | 120 | 300 | \$106,422 | Concourse Monona Terrace |
| Lead Wisconsin | 11/19/2016 | 10 | 80 | \$7,043 | Alliant Energy Center |
| UW Saddle & Sirloin | 12/1/2016 | 221 | 500 | \$95,656 | Alliant Energy Center |
| USA Gymnastics | 12/2/2016 | 230 | 2,000 | \$290,732 | Alliant Energy Center |
| | | 138 Meetings | 108,607 | 238,750 | \$58,151,727 |