



PERFORMANCE REPORT

January-December 2015

PERFORMANCE REPORT: Q4 and YE 2015

Year end results for 2015 for the Greater Madison Convention & Visitors Bureau (GMCVB) and Madison Area Sports Commission (MASC) reflect the following:

- Contracted for **146 future events** that are expected to generate **\$61.4 million** in direct spending (economic impact) in our communities.
- Generated **\$747,539** in contract revenue for Monona Terrace
- Received over **\$2.5 million** in earned media through public relations efforts

We continued to pursue several strategic initiatives during the fourth quarter:

- Engaged in the product development conversations for a downtown Madison convention hotel (Judge Doyle Square)
- Continued involvement and support for the Alliant Energy Center Visioning Study
- Attended International Association of Exhibitions and Events (IAEE) convention in Baltimore

For additional information about materials in this report please contact Diane Morgenthaler, EVP at morgenthaler@visitmadison.com

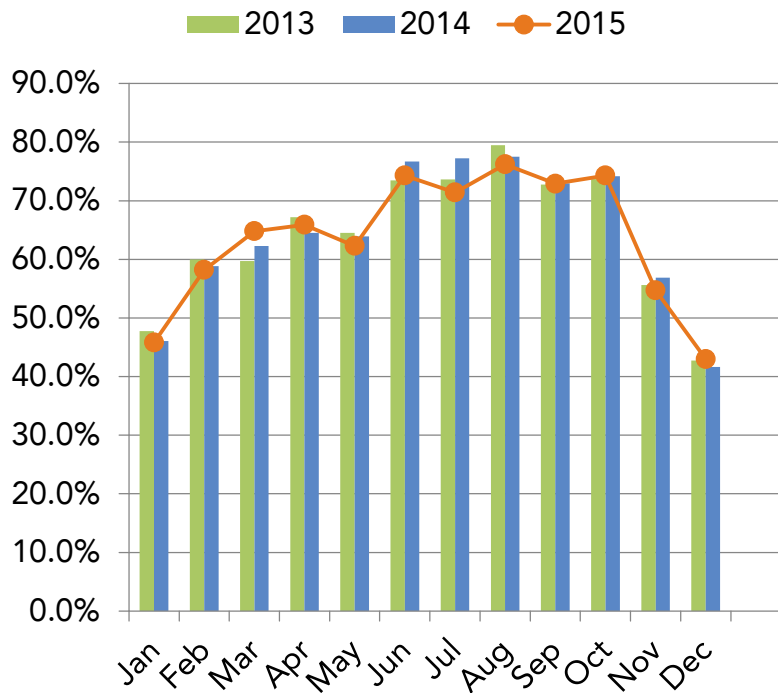


INDUSTRY

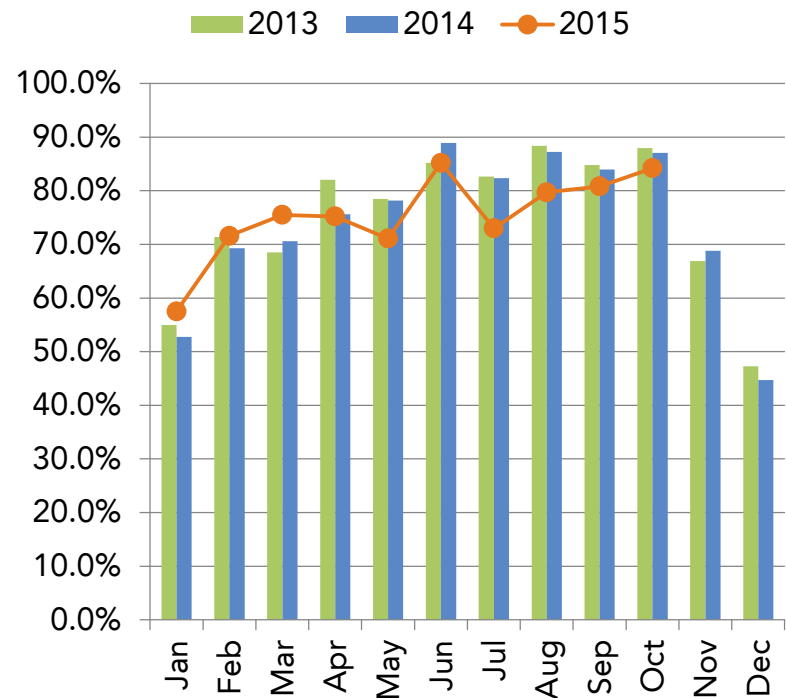
January-December 2015

OCCUPANCY RATE

MADISON – MARKETWIDE



MADISON – DOWNTOWN

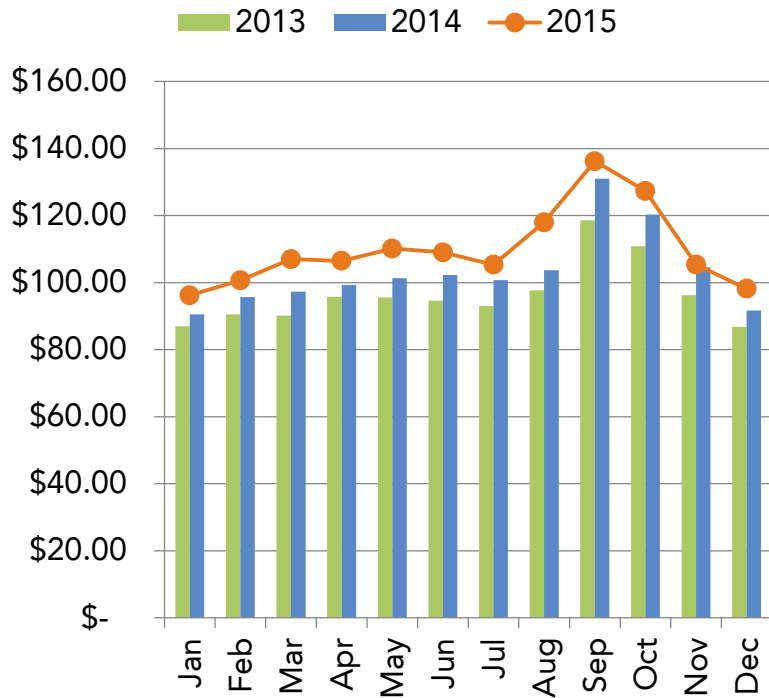


Source: Smith Travel Research

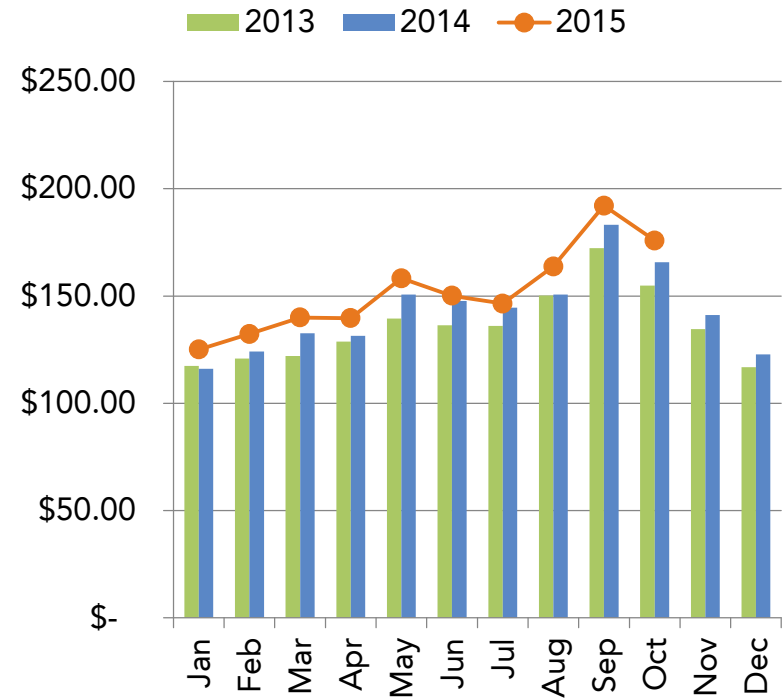
*The downtown market segment will resume reporting after The Park Hotel opens.

AVERAGE DAILY RATE (ADR)

MADISON – MARKETWIDE



MADISON – DOWNTOWN



Source: Smith Travel Research

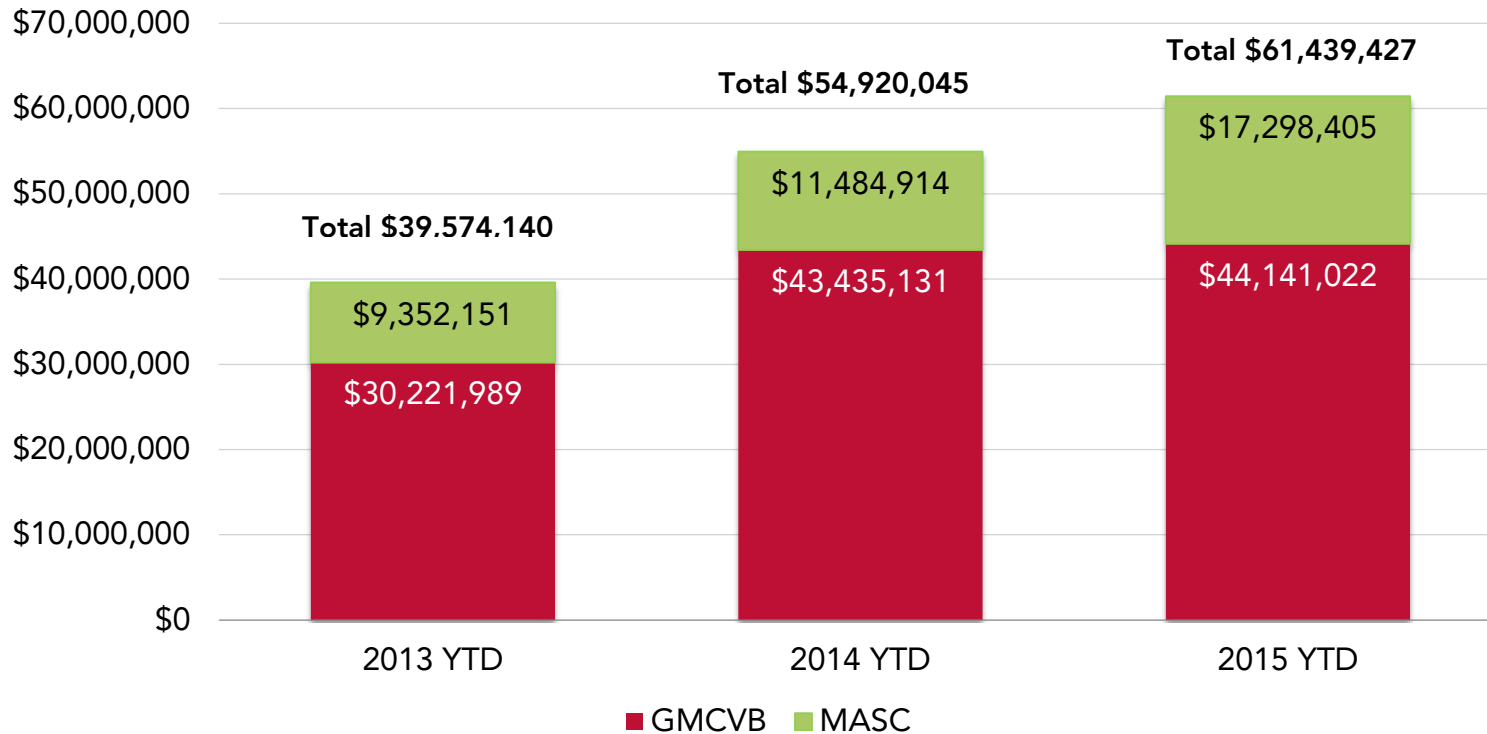
*The downtown market segment will resume reporting after The Park Hotel opens.



SALES

January-December 2015

GMCVB & MASC DIRECT SPENDING FOR FUTURE EVENTS

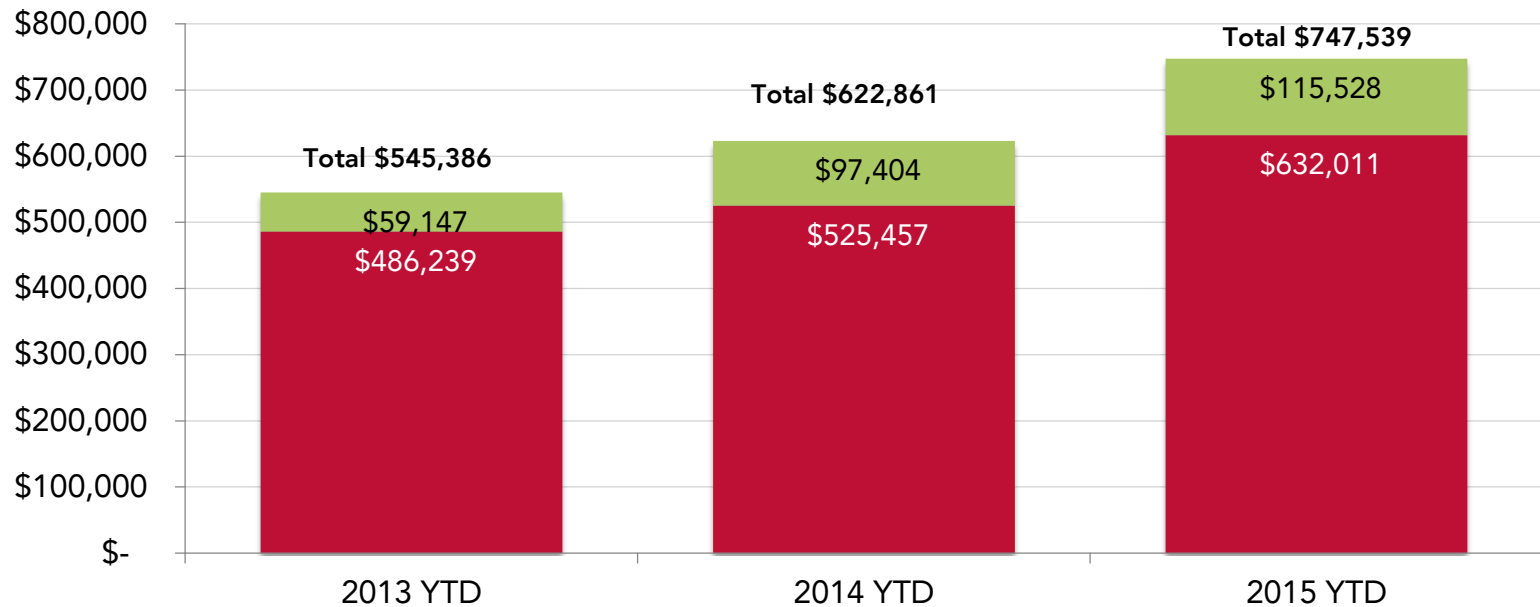


Direct spending reflects the economic impact that is anticipated from the conventions and events secured

GMCVB & MASC CONTRACT REVENUE GENERATED

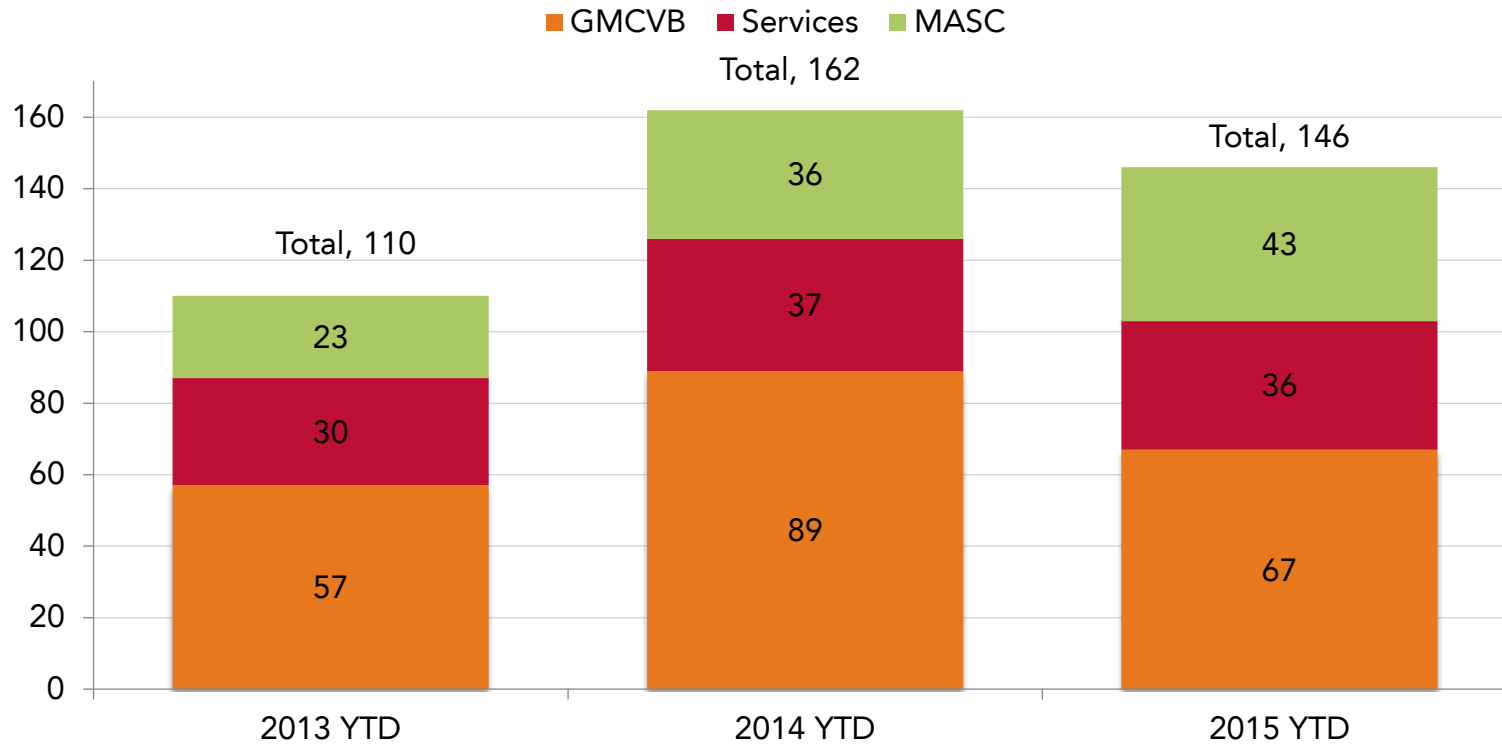
Monona Terrace Contract Revenue
Goal: \$745,000
100.34% goal achieved

■ GMCVB ■ MASC



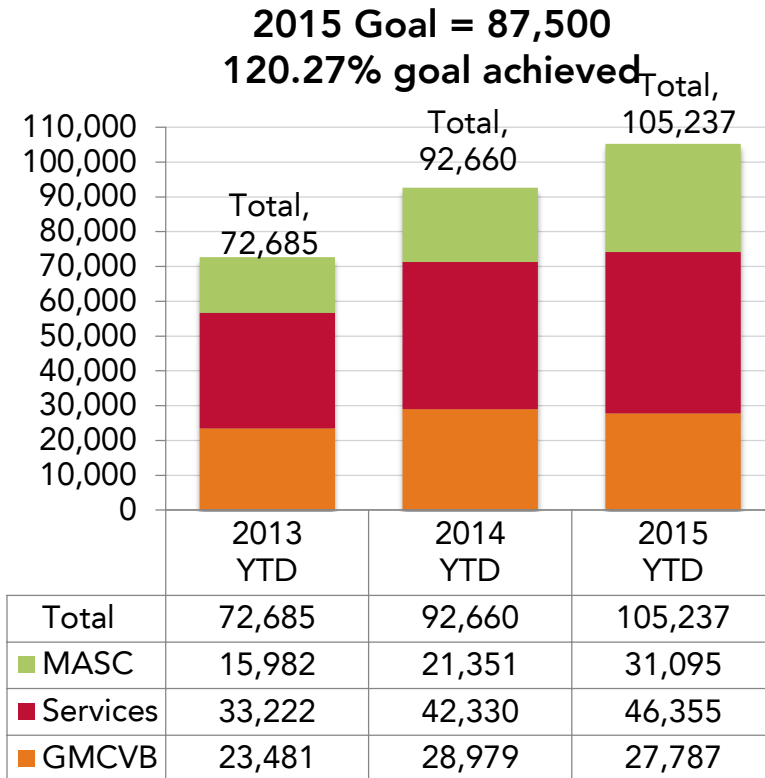
This metric is a contract goal.

ALL GMCVB & MASC CONFIRMED EVENTS



An event is considered confirmed when contracts for venue and hotels have been executed.

2015 TOTAL CONTRACTED ROOM NIGHTS FOR GMCVB & MASC



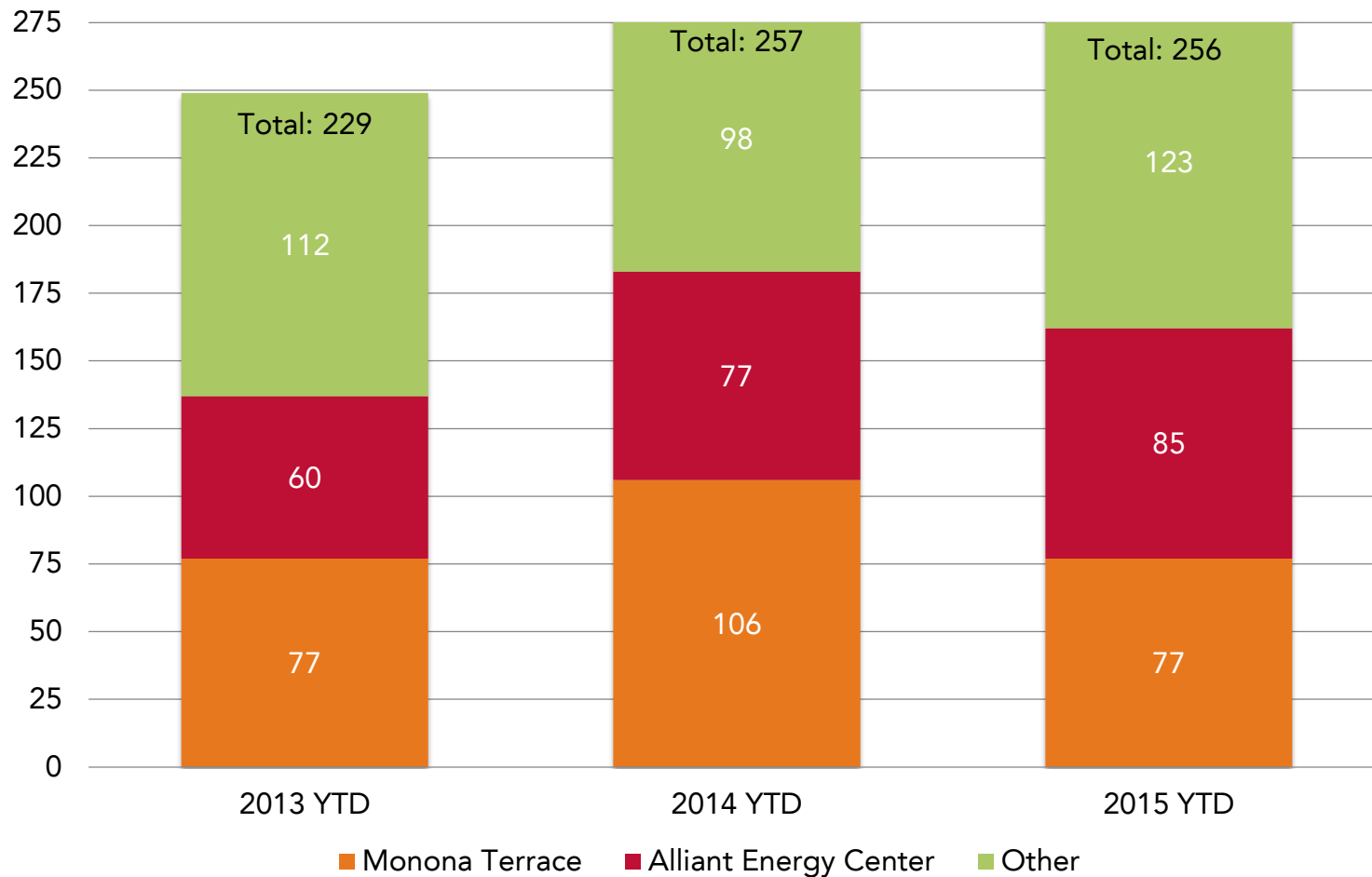
This chart reflects room nights contracted for all GMCVB and MASC confirmed events.

This report does not reflect room nights for groups GMCVB and MASC supports through marketing and services including WIAA and World Dairy Expo.

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.

GMCVB & MASC LEAD PRODUCTION



Leads represent potential business in the pipeline

RECENT & UPCOMING SALES ACTIVITIES

STRATEGIC SALES ACTIVITIES

- Two Client Events with Providence, RI in Vancouver, BC over PCMA

SITE VISITS AND PREPROMOTION ACTIVITIES

- North American Association for Environmental Education Pre-Promote, October 15-18, San Diego, CA
- Society of American Foresters Pre-Promote, November 2-6, Baton Rouge, LA
- HelmsBriscoe Site, January 7-8
- American Shetland Pony Club Site, January 21
- Brown Swiss Cattle Breeders of the USA Site, January 26

TRADE SHOWS AND MARKET SEGMENT ACTIVITIES

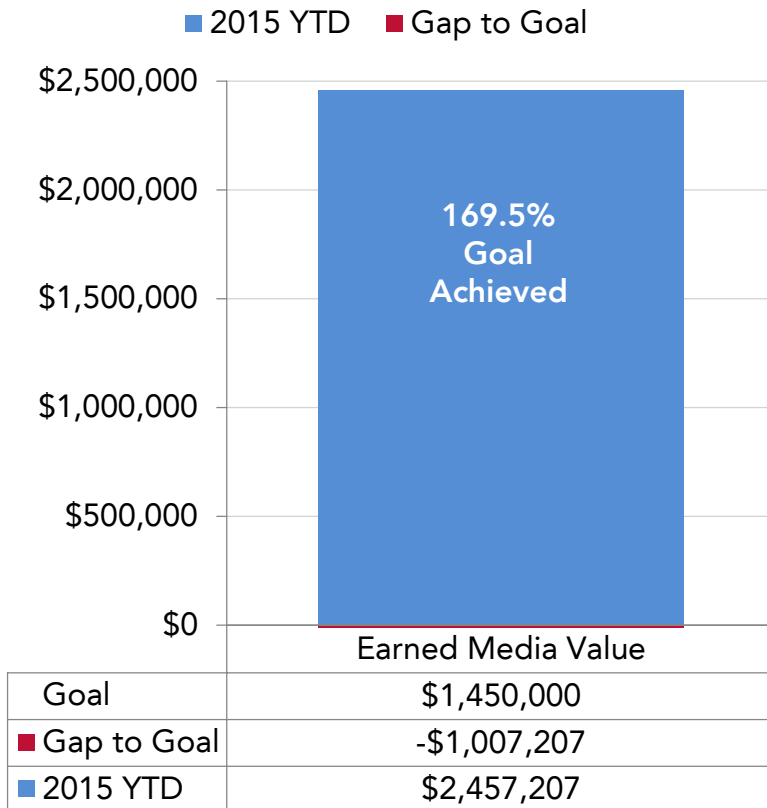
- IAEE Expo! Expo!, December 1-3, Baltimore, MD
- HelmsBriscoe Event, December 10, Minneapolis, MN
- DMAI Convention Sales Summit, December 13-14, Chicago, IL
- MPI Chicago Area Chapter, December 14, Chicago, IL
- PCMA Convening Leaders, January 9-13, Vancouver, BC
- MPI-WI, January 21, Milwaukee, WI
- Ag Day at the Capital, January 27, Madison, WI
- PCMA Greater Midwest Chapter Meeting, February 2, Chicago, IL
- CSPI, February 8, Washington, DC
- Destinations Showcase, February 9, Washington, DC
- AMC Institute, February 9-13, Anaheim, CA
- MPI-WI, February 11, Middleton, WI
- Fair Wisconsin Leadership Conference, February 19-21, Milwaukee, WI
- CESSE Mid-Winter Meeting, February 21-24, La Jolla, CA
- MPI Chicago Area Chapter, February 22, Chicago, IL
- WATA's Luv-R-Ag, February 22-23, Marshfield, WI
- WI Ag Women's Summit, March 4-5, Middleton, WI
- MPI-WI, March 10, Milwaukee, WI



MARKETING & PR

January-December 2015

GMCVB PUBLIC RELATIONS EARNED MEDIA



Holidays in Madison

Madison
MAGAZINE

IB IN BUSINESS 

- Bring Your Meeting Home Event
- Deb Archer Honored



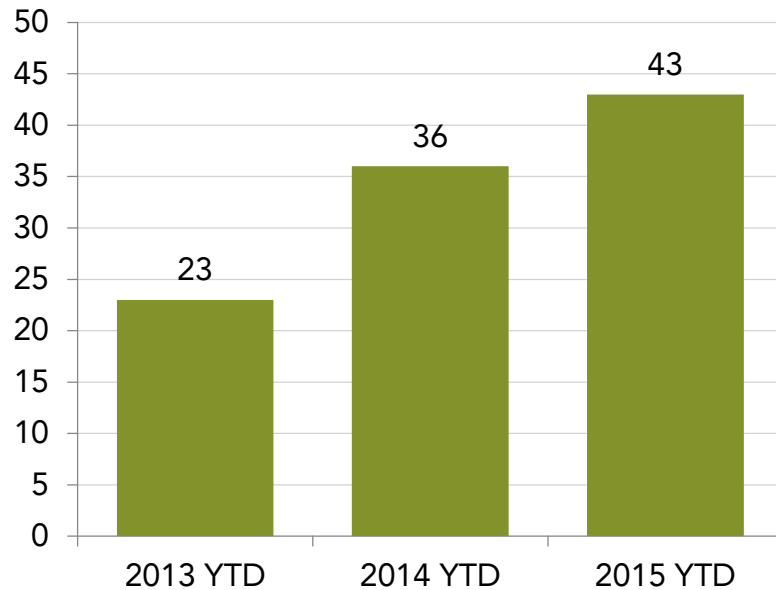
MADISON AREA SPORTS COMMISSION

January-December 2015

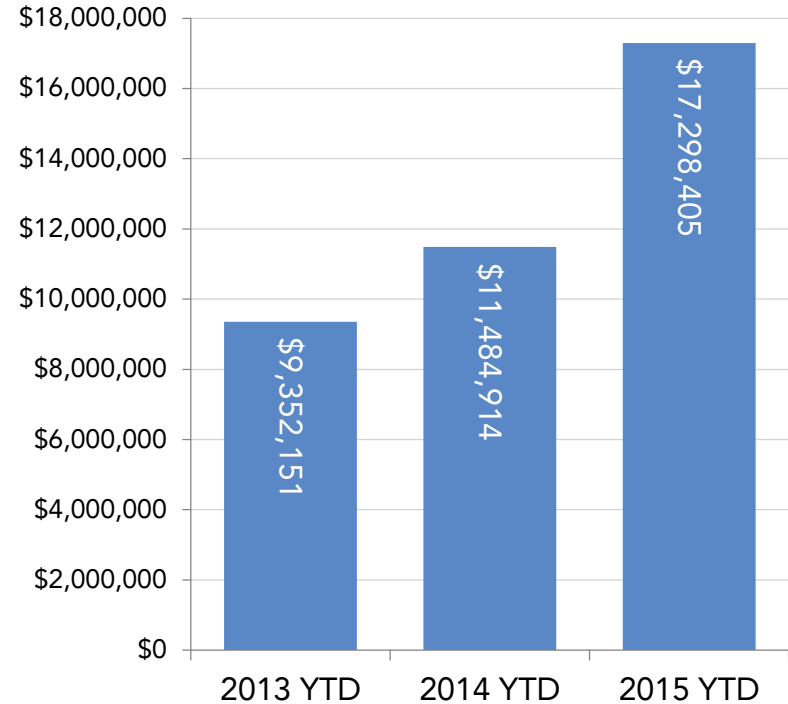
ALL SPORTS CONFIRMED EVENTS & DIRECT SPENDING

ALL SPORTS CONFIRMED EVENTS

2015 Goal = 36
119.44% goal achieved



DIRECT SPENDING FOR ALL SPORTS CONFIRMED EVENTS



MASC: MARKETING HIGHLIGHTS

Morning Sports Report

- Paul Lukas (ESPN.com, uniwatch.com)



Event Marketing Support

- IRONKIDS Fun Run
- IRONMAN Wisconsin
- WIAA
- Madison Marathon



MASC PR HIGHLIGHTS

Madison
MAGAZINE

Ho-Chunk Gateway Development



Youth Grant Announcement

Garnered media coverage in these publications

APPENDIX

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| Confirmed Events for Monona Terrace Occurring in 2015 | page 24-26 |

ALL 2015 **GMCVB** CONFIRMED EVENTS FOR MONONA TERRACE

| New or Non-Annual | Definite Contracts | Mtg Date | Rm Nts | Attend | Direct Spend | Contract Revenue |
|-------------------|---|------------|--------|--------|--------------|------------------|
| | Symposium on Research in Child Language Disorders | 6/9/2016 | 490 | 300 | \$190,313 | \$5,736 |
| | Wisconsin Housing and Economic Development Authority | 11/16/2015 | 60 | 600 | \$80,430 | \$10,530 |
| | Wisconsin Music Educators Association | 10/23/2019 | 481 | 5,000 | \$469,872 | \$34,016 |
| | LeMans Corporation | 8/22/2016 | 1,600 | 1,000 | \$811,982 | \$46,748 |
| | Wisconsin Music Educators Association | 10/28/2020 | 481 | 7,000 | \$1,095,534 | \$35,718 |
| | Wisconsin Music Educators Association | 10/27/2021 | 481 | 7,000 | \$1,120,811 | \$37,504 |
| | Wisconsin Music Educators Association | 10/26/2022 | 481 | 7,000 | \$1,146,518 | \$39,381 |
| Non-annual | American Society of Heating, Refrigeration & Air Conditioning | 4/28/2016 | 100 | 200 | \$90,375 | \$5,736 |

ALL 2015 **GMCVB** CONFIRMED EVENTS FOR MONONA TERRACE

| New or Non-Annual | Definite Contracts | Mtg Date | Rm Nts | Attend | Direct Spend | Contract Revenue |
|------------------------------|--|------------|---------------|---------------|---------------------|------------------|
| | L&L Exhibition Management | 1/5/2017 | 60 | 8,0000 | \$695,652 | \$35,205 |
| | L&L Exhibition Management | 2/8/2017 | 50 | 8,0000 | \$679,221 | \$29,061 |
| New | National Farm to School Network | 5/31/2016 | 2,400 | 1,300 | \$1,011,359 | \$30,575 |
| New | North American Assoc. for Environmental Education | 10/16/2016 | 1,716 | 1,000 | \$1,021,398 | \$55,389 |
| New | American Meteorological Society | 8/31/2016 | 1,184 | 375 | \$492,274 | \$23,100 |
| New | Cryogenic Engineering Conference | 7/9/2017 | 1,845 | 800 | \$877,151 | \$59,253 |
| | AIA Wisconsin | 5/7/2019 | 200 | 2,000 | \$338,000 | \$28,712 |
| Non-Annual | High Temperature Plasma Diagnostics | 6/5/2016 | 930 | 300 | \$353,065 | \$12,585 |
| | WI Housing & Economic Dev. Auth. | 11/31/2016 | 60 | 600 | \$80,492 | \$12,010 |
| New | American Society of Pharmacognosy | 7/13/2019 | 1,414 | 600 | \$698,026 | \$37,167 |
| New | ASLO (formerly Assoc for the Sciences of Limnology and Oceanography) | 6/6/2020 | 2,900 | 900 | \$1,313,134 | \$83,206 |
| New | Pharmacy Society of Wisconsin | 4/6/2017 | 90 | 250 | \$60,758 | \$10,180 |
| 20 Definite Contracts | | | 16,933 | 52,225 | \$12,620,163 | \$632,011 |

ALL 2015 **MASC** CONFIRMED EVENTS FOR MONONA TERRACE

| New or Non-Annual | Definite Contracts | Mtg Date | Rm Nts | Attend | Direct Spend | Contract Rev |
|-------------------|--------------------------------------|------------|--------------|---------------|--------------------|------------------|
| | USA Climbing | 1/22/2016 | 727 | 1,500 | \$662,073 | \$52,860 |
| | Gymfinity Children's Activity Center | 2/26/2016 | 100 | 1,200 | \$126,558 | \$14,164 |
| | World Triathlon Corporation | 9/6/2016 | 7,572 | 30,000 | \$4,244,405 | \$32,369 |
| | Madison Festivals Inc. | 5/27/2016 | 539 | 4,500 | \$248,295 | \$5,780 |
| | Madison Festivals Inc. | 11/12/2016 | 559 | 8,000 | \$493,038 | \$10,455 |
| | 5 Definite Contracts | | 9,497 | 45,200 | \$6,015,661 | \$115,528 |

ALL **GMCVB** PENDING CONTRACTS FOR MONONA TERRACE

| Pending Contracts | Meeting Start Date | Room Nights | Attendance | Direct Spending | Contract Amount |
|--|--------------------|--------------|--------------|--------------------|-----------------|
| Cognitive Science Society | 7/23/2018 | 1,790 | 1,000 | \$942,737 | \$68,179 |
| University & College Designers Association | 10/10/2018 | 718 | 350 | \$350,710 | \$20,840 |
| 2 Pending Contracts | | 2,508 | 1,350 | \$1,293,447 | \$89,019 |

MONONA TERRACE – GMCVB & MASC CONFIRMED EVENTS 2015

| 2015 Meetings | Meeting Start Date | Room Nights | Attendance | Direct Spending | Contract Amount |
|--|--------------------|-------------|------------|-----------------|-----------------|
| L & L Exhibition Management | 1/8/2015 | 55 | 9,200 | \$532,180 | \$41,101 |
| USA Climbing | 1/29/2015 | 1,236 | 1,500 | \$331,935 | \$19,925 |
| Wisconsin School Counselor Association | 2/16/2015 | 765 | 1,200 | \$563,646 | \$20,586 |
| Wisconsin Wetlands Association | 2/24/2015 | 95 | 250 | \$111,676 | \$7,789 |
| Gymfinity Children's Activity Center | 2/27/2015 | 50 | 1,000 | \$237,235 | \$14,058 |
| Mary Kay Inc | 3/18/2015 | 202 | 2,000 | \$303,940 | \$20,290 |
| Arrowhead Conferences and Events | 3/25/2015 | 189 | 500 | \$128,916 | \$8,207 |
| Central States Water Environment Association | 4/6/2015 | 30 | 150 | \$20,270 | |
| Pharmacy Society of Wisconsin | 4/8/2015 | 65 | 250 | \$80,320 | \$9,792 |
| National Association for Campus Activities | 4/15/2015 | 798 | 800 | \$455,000 | \$42,733 |

MONONA TERRACE – GMCVB & MASC CONFIRMED EVENTS 2015

| 2015 Meetings | Meeting Start Date | Room Nights | Attendance | Direct Spending | Contract Amount |
|---|--------------------|-------------|------------|-----------------|-----------------|
| AIA Wisconsin | 4/21/2015 | 120 | 2,000 | \$160,640 | \$26,429 |
| Wisconsin Medical Society | 4/24/2015 | 170 | 300 | \$163,800 | \$12,246 |
| Sonic Foundry | 4/26/2015 | 670 | 270 | \$271,080 | |
| Wisconsin Nurses Association | 4/30/2015 | 745 | 520 | \$473,200 | \$16,291 |
| Geological Society of America | 5/17/2015 | 370 | 750 | \$273,000 | \$9,277 |
| Madison Festivals Inc | 5/22/2015 | 563 | 4,500 | \$249,077 | \$5,695 |
| International Economic Development Council | 5/27/2015 | 560 | 300 | \$301,200 | \$16,451 |
| Symposium on Research in Child Language Disorders | 6/3/2015 | 458 | 300 | \$212,940 | \$6,906 |
| Association of Wisconsin School Administrators | 6/16/2015 | 645 | 600 | \$546,000 | \$23,504 |
| LeMans Corporation | 8/25/2015 | 1,600 | 1,000 | \$837,200 | \$44,521 |
| World Triathlon Corporation | 9/8/2015 | 7,278 | 30,000 | \$4,061,028 | \$37,420 |
| National Berry Crops Initiative | 10/11/2015 | 395 | 200 | \$167,047 | \$7,400 |

MONONA TERRACE – GMCVB & MASC CONFIRMED EVENTS 2015

| 2015 Meetings | Meeting Start Date | Room Nights | Attendance | Direct Spending | Contract Amount |
|--|--------------------|---------------|---------------|---------------------|------------------|
| Wisconsin Dental Association | 10/14/2015 | 830 | 2,400 | \$1,089,000 | \$39,846 |
| Wisconsin Association for Environmental Education | 10/21/2015 | 225 | 300 | \$178,586 | \$11,870 |
| Wisconsin Music Educators Assoc. | 10/27/2015 | 1,182 | 5,000 | \$928,200 | \$32,293 |
| Madison Festivals Inc | 11/5/2015 | 1,041 | 8,000 | \$793,943 | \$10,191 |
| UW Extension | 11/10/2015 | 555 | 800 | \$372,712 | \$30,420 |
| Wisconsin Housing and Economic Development Authority | 11/16/2015 | 60 | 600 | \$80,430 | \$10,530 |
| Ford's Boxing Gym | 7/10/15 | 7 | 500 | \$24,459 | |
| Wisconsin Association for Environmental Education | 10/21/2015 | 225 | 300 | \$178,586 | \$11,870 |
| 30 Meetings | | 20,959 | 75,190 | \$13,948,660 | \$525,771 |