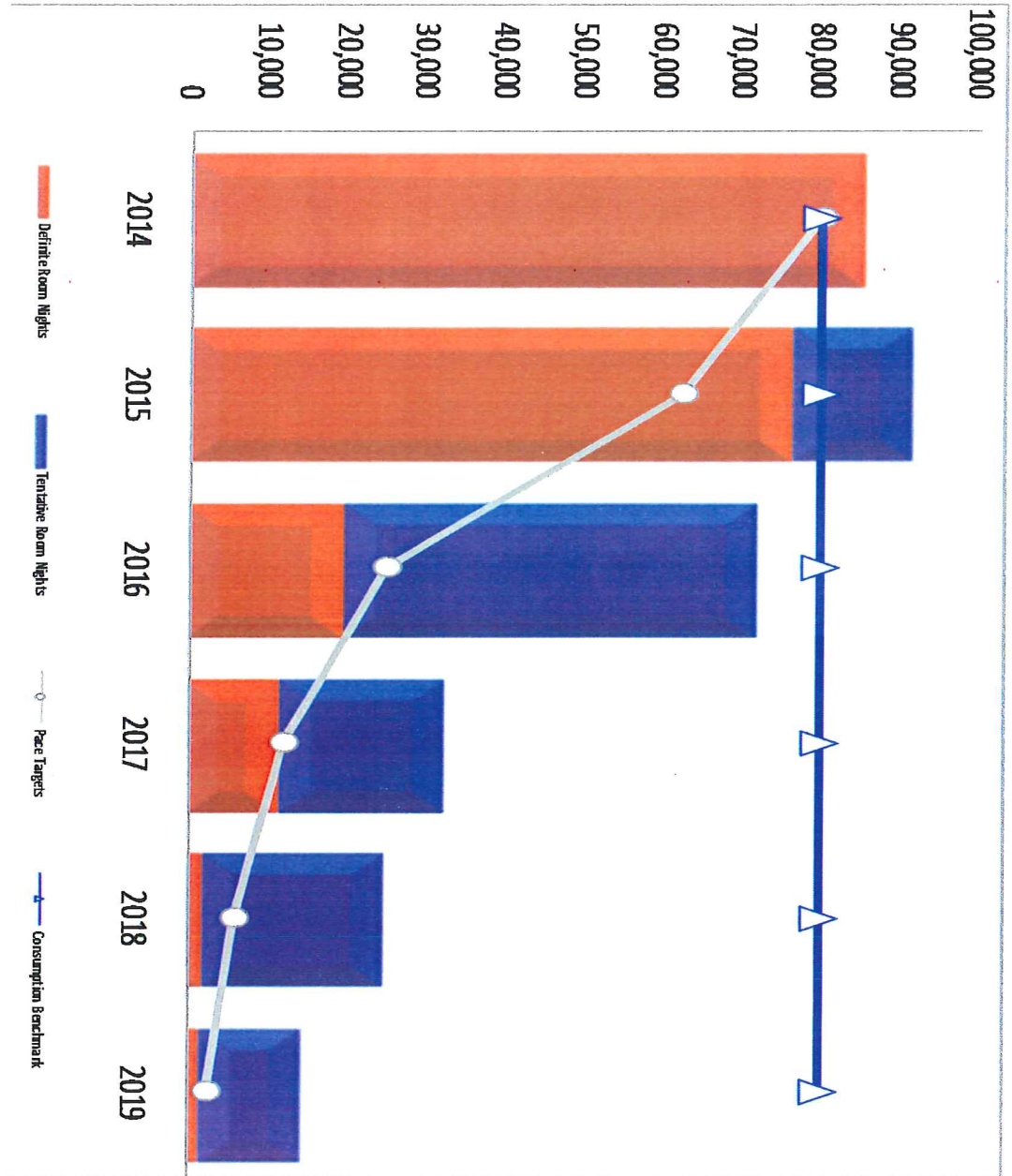
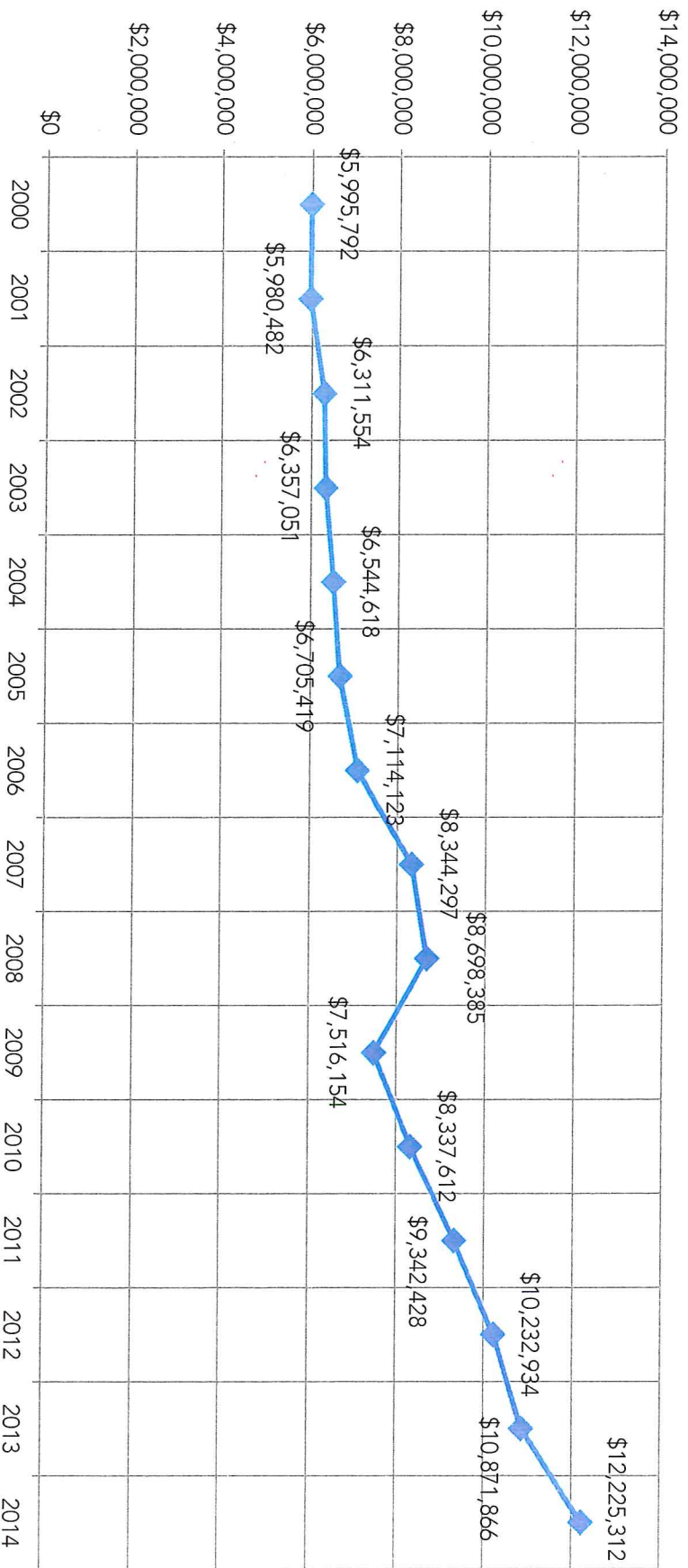


TAP Booking Pace Report: YE 2014



CITY OF MADISON TOT TREND 2000 – 2014

City of Madison TOT Collections



2015 Monona Terrace (GMCVB) Groups

Account Name	Lead Name	Attend	Direct Spending	Mtg Start Date	Total Rooms	Market Segment	Scope	MT Cntrct Revenue
L & L Exhibition Management	2015 Madison Home Expo	9,200	\$532,180	1/8/2015	55	Hobby/Consumer Shows	Local	\$41,101
USA Climbing	2015 Amer Boulderling Series Natl Championships	1,500	\$331,935	1/29/2015	1,236	Sports/Athletic & Recreation	National	\$19,925
Wisconsin School Counselor Association	Annual Conference 2015	1,200	\$563,646	2/16/2015	765	Education	State	\$20,586
Wisconsin Wetlands Association	2015 Wetland Science Conference	250	\$111,676	2/24/2015	95	Environment/Natural Res	State	\$7,789
Gymnify Children's Activity Center	2015 Dairy Aire Gymnastics Invitational	1,000	\$237,235	2/27/2015	50	Sports/Athletic & Recreation	State	\$14,058
Mary Kay Inc	Career Conference 2015	2,000	\$303,940	3/18/2015	202	Distribution	Regional	\$20,290
Arrowhead Conferences and Events	Weekend to Remember	500	\$128,916	3/25/2015	189	Religious	Regional	\$8,207
Central States Water Environment Association	CSWEA Education Seminar	150	\$20,270	4/6/2015	30	Environment/Natural Res	Regional	
Pharmacy Society of Wisconsin	2015 Spring Annual Conference	250	\$80,320	4/8/2015	65	Pharmaceutical	State	\$9,792
National Association for Campus Activities	2015 NACA Northern Plains Regional Conference	800	\$455,000	4/15/2015	798	Education	Regional	\$42,733
ALA Wisconsin	Annual Convention 2015	2,000	\$160,640	4/21/2015	120	Architectural	State	\$26,429
Wisconsin Medical Society	2015 Annual Convention	300	\$163,800	4/24/2015	170	Medical/Research	State	\$12,246
Sonic Foundry	2015 Mediasite User Conference	270	\$271,080	4/26/2015	670	Computer/High-Tech/Media	National	
Wisconsin Nurses Association	29th Annual Pharmacology & Clinical Update	520	\$473,200	4/30/2015	745	Nursing	State	\$16,291
Geological Society of America	North Central Regional Conference	750	\$273,000	5/17/2015	370	Science: Physical	Regional	\$9,277
Madison Festivals Inc	2015 Spring Madison Half Marathon & Twilight 10K	4,500	\$249,077	5/22/2015	563	Sports/Athletic & Recreation	Regional	\$5,695
International Economic Development Council	IEDC Economic Future Forum	300	\$301,200	5/27/2015	560	Business/Trade/Commercial	International	\$16,451
Symp on Research in Child Language Disorders	36th Annual Conference - 2015	300	\$212,940	6/3/2015	458	Science: Social & Behavioral	National	\$6,906
Association of Wisconsin School Administrators	Wisconsin Quality Education Conference 2015	600	\$546,000	6/16/2015	645	Education	State	\$23,504
Lemans Corporation	Showcase 2015	1,000	\$837,200	8/25/2015	1,600	Distribution	Regional	\$44,521
World Triathlon Corporation	IRONMAN Wisconsin 2015	30,000	\$3,222,398	9/8/2015	7,278	Sports/Athletic & Recreation	International	\$37,420
National Berry Crops Initiative	Berry Health Benefits Symposium 2015	200	\$167,047	10/11/2015	395	Agriculture	National	\$7,400
Wisconsin Dental Association	InSession 2015	2,400	\$1,089,000	10/14/2015	830	Medical/Research	State	\$39,846
Wisconsin Assoc for Environmental Education	2015 Midwest Environmental Education Conf	300	\$178,586	10/21/2015	225	Environment/Natural Res	Regional	\$11,870
Wisconsin Music Educators Association	Wisconsin State Music Conference 2015	5,000	\$928,200	10/28/2015	1,182	Education	State	\$32,293
Madison Festivals Inc	2015 Fall Madison Marathon	8,000	\$793,943	11/5/2015	1,041	Sports/Athletic & Recreation	Regional	\$10,191
UW Extension	Statewide Cooperative Extension Conf 2015	800	\$372,712	11/10/2015	555	Education	State	\$30,420
		74,090	\$13,005,141		20,892			\$515,241

GREATER MADISON CONVENTION & VISITORS BUREAU
615 E. WASHINGTON AVENUE > MADISON, WI > 53703

WWW.VISITMADISON.COM

PUBLIC POLICY ISSUES

March 2015

Destination Product Development:

1. Downtown Hotel/JDS
2. AEC Redevelopment/Visioning
3. Wayfinding/Signage
4. South Capitol Transit Oriented Development District/Law Park/lakefront
5. Bus Depot
6. Madison Beltline Planning and Environment Linkages (PEL)
7. Transportation Network Companies
8. Garver Feed Mill
9. East Washington Corridor
10. Public Restrooms

Public Policy:

1. City of Madison Room Tax policy/use
2. State Room tax reform
3. State of Wisconsin Dept of Tourism funding

Other issues:

1. Other municipalities engagement in tourism
2. Clean Lakes
3. Community Safety
4. Destination Branding
5. Transportation: air lift, mass transit, biking

GMCVB ORGANIZATION STRATEGIC GOALS

STRATEGIC OBJECTIVES	<ol style="list-style-type: none"> 1. Develop sustainable funding for GMCVB 2. Expand and enhance Madison's brand as a destination 3. Strengthen and elevate Madison Area Sports Commission, align GMCVB and MASC goals 4. Develop and implement process improvements: enhance sales activities to generate additional sales volume 5. Engage in destination infrastructure and product development strategy 6. Create and engage in a strengthened destination collaboration model
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GMCVB 2015 ORGANIZATION GOALS

BUSINESS GOALS	2014 Total		2015 Total		2015 GMCVB		2015 MASC	
	Leadership	Secure sustainable public and private fund development plan	Convention Sales	Meet or exceed contract goals for Madison and Dane County				
PERFORMANCE GOALS	Destination Impact	\$34,000,000			\$27,500,000		\$11,500,000	
	Room Nights	104,500			84,500		21,500	
	Monona Terrace Contract Revenue	\$700,000			\$745,000		\$665,000	
	AEC Qualified Leads	36			36		27	
	Convention/Event Sales Leads	233			236		174	
	Housing Revenue	\$140,000			\$132,400		\$94,900	
	Leisure Room Nights	2,000			2,000		2,000	
	Public Relations Value	\$1,025,000			\$1,450,000		\$1,225,000	
	Retained Partner Revenue	\$320,000			\$320,000		\$320,000	
	New Partner Revenue	\$25,000			\$21,000		\$21,000	
Sponsorship	\$40,000			\$25,000		\$10,000		
Spirit of Greater Madison	\$50,000			\$25,000		\$25,000	\$15,000*	

CONTRACT GOALS:
 City of Madison
 Contract Revenue \$745,000
 Destination Mkt Investment \$400,000
 Room Nights 74,000
 Destination Public Relations Media Value \$750,000
 Dane County:
 Target Event Customer Leads (Qualified Leads): 35

*Includes IronKids and other sponsorship

GMCVB 2015 BUSINESS PLAN

GOVERNANCE & STRATEGY	CONVENTION SALES	CONVENTION SERVICES	MARKETING	PR & COMMUNICATIONS	PARTNERSHIP & DEVELOPMENT	OPERATIONS	MASC SUPPORT
<p>DEVELOP SUSTAINABLE FUNDING FOR GMCVB</p> <p>Create communication opportunities with stakeholders</p> <p>Explore other funding opportunities</p> <p>ENGAGE IN DESTINATION PRODUCT DEVELOPMENT</p> <p>ENGAGE IN A STRENGTHENED DESTINATION COLLABORATION MODEL</p> <p>Destination Strategy</p>	<p>ENHANCE SALES ACTIVITIES TO OPTIMIZE SALES VOLUME</p> <p>Align sales efforts:</p> <p>Continue expansion in new target markets:</p> <p>Build a robust prospect pipeline:</p> <p>Build relationships:</p> <p>Secure Future Business:</p>	<p>DEVELOP AND IMPLEMENT PROCESS IMPROVEMENTS</p> <p>Provide excellent service to contracted events:</p> <p>Provide meeting planners support to enhance the visitor experience:</p> <p>DEVELOP SUSTAINABLE HOUSING FUNDING FOR GMCVB</p> <p>Provide housing and service support for all 2015 events</p>	<p>EXPAND AND ENHANCE MADISON'S BRAND AS A DESTINATION</p> <p>Align marketing programs to support organization goals</p> <p>Create a marketing presence that drives leisure visitors to the destination</p> <p>Expand and enhance brand by maintaining a robust website</p>	<p>EXPAND AND ENHANCE MADISON'S BRAND AS A DESTINATION</p> <p>Enhance awareness and perception of Madison and the GMCVB locally, regionally and nationally</p> <p>Leverage Social Media:</p>	<p>DEVELOP SUSTAINABLE PRIVATE INVESTMENT FUNDING FOR GMCVB</p> <p>Retain existing partners:</p> <p>Develop strong and sustainable relationships with partners and investors</p> <p>Build sustainable private investment plan:</p> <p>Meet partnership and fund development financial targets.</p>	<p>SUPPORT DELIVERY OF STRATEGIC OBJECTIVES</p> <p>Implement HR Strategies</p> <p>Execute next steps in facilities and space planning</p> <p>Support financial and accounting needs</p> <p>Provide information technology support</p>	<p>STRENGTHEN AND ELEVATE MADISON AREA SPORTS COMMISSION</p> <p>Continue investment in MASC efforts</p> <p>ENGAGE IN DESTINATION PRODUCT DEVELOPMENT STRATEGY</p> <p>Support Sports Product Development Committee</p>