



PERFORMANCE REPORT

January-March 2017



LEADERSHIP

January-March 2017

PERFORMANCE REPORT: Q1 2017

In Q1 2017, the Greater Madison Convention & Visitors Bureau (GMCVB) and Madison Area Sports Commission (MASC) achieved the following:

- Contracted for **42 future events** that are expected to generate **over \$12 million in direct spending** (economic impact) in our communities.
- Achieved **\$285,507 in Monona Terrace Contract Revenue, 39% of goal.**
- **Contracted for 12 future Monona Terrace events**
- Earned **\$741,000** in Public Relations **earned media** value.

We continued to pursue several strategic initiatives during the first quarter of 2017:

- Destination Visioning initiative : moved forward on branding initiative, industry awareness, experience development and marquis event strategies among others
- Continued engagement in the Alliant Energy Center Feasibility Study Committee
- Continued support for Truax / 115th Fighter Wing efforts and Badger Air Community Council
- Facilitated Phase 1 of the feasibility study for Ho Chunk's Four Lakes project (supported by Ho Chunk Nation and City of Madison)
- Provided financial reporting to municipal partners as required by room tax legislation
- Met with developers of various hotel projects

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

THE VISITOR ECONOMY: DANE COUNTY 2016 VISITOR SPENDING AND IMPACT

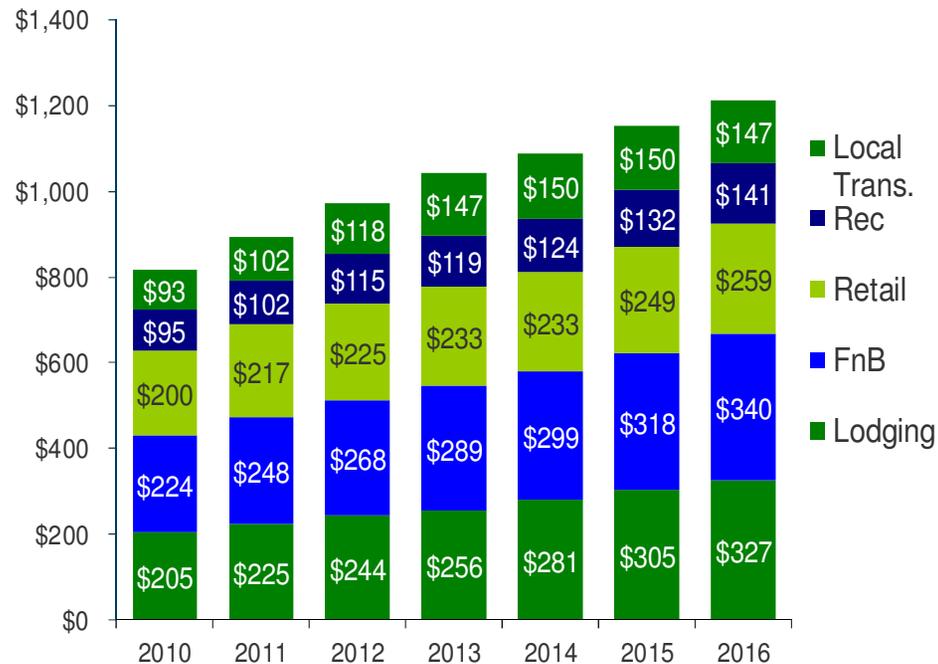
- Visitor spending grew 5.2% in 2016, surpassing \$1.2 billion. Overall visitor spending in WI grew 3.3% to \$12.3 billion.
- Visitor spending growth has averaged 5.2% per annum since 2013.
- Food & beverage sales have grown by more than \$50 million since 2013.

Visitor Spending and Impacts					
Dane County					
	Millions				Pch
Spending Category	2013	2014	2015	2016	Change
Lodging	\$256.5	\$280.6	\$304.6	\$327.1	7.40%
Food & Beverages	\$288.6	\$298.9	\$318.4	\$339.5	6.64%
Retail	\$233.1	\$232.5	\$248.7	\$258.9	4.08%
Recreation & Entmt.	\$119.0	\$124.4	\$132.2	\$141.3	6.87%
Local Transportation	\$146.7	\$150.5	\$150.2	\$146.9	-2.22%
Total	\$1,043.8	\$1,086.9	\$1,154.1	\$1,213.7	5.16%
Growth Rate		4.13%	6.18%	5.16%	

THE VISITOR ECONOMY: DANE COUNTY 2016 VISITOR SPENDING BY SECTOR

Visitor Spending

by Year, Millions of \$



- Visitor spending has grown an average of 6.8% annually since 2010.
- 2016 growth rates of all non-transportation categories were in line with CAGR growth rates between 2010 and 2016. Said another way, 2016 growth has maintained the momentum seen all decade.

THE VISITOR ECONOMY: DANE COUNTY 2016 TAX IMPACTS OF VISITOR SPENDING

- State and local governments benefitted by collecting \$156 million in tax revenue coming from visitor activity in Dane County.
- \$73.2 million in local governmental revenue was supported by visitor activity in 2016.
- In the absence of the state and local taxes generated by tourism, each Dane County household would need to pay \$720 to maintain the current level of government services.

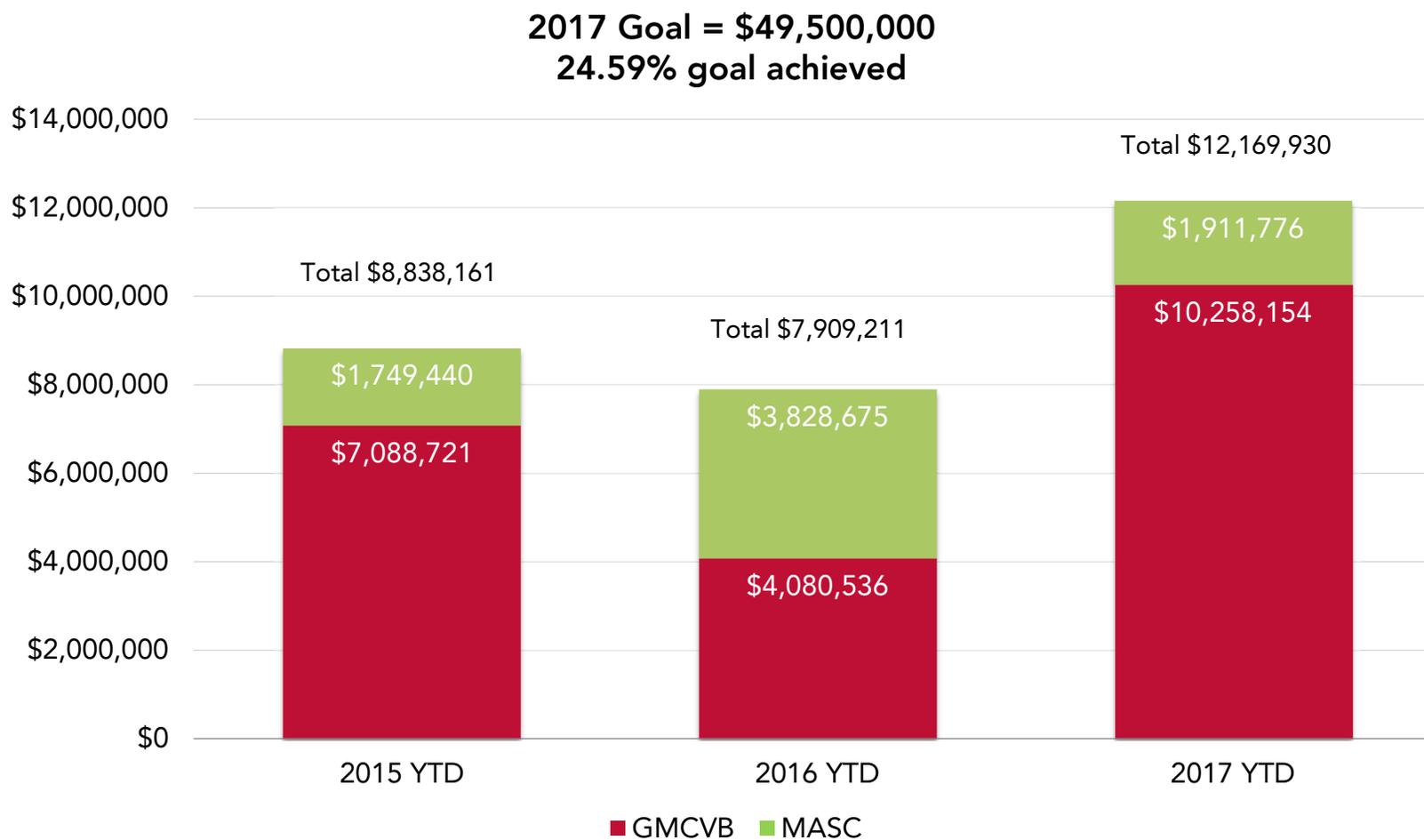
Tourism Tax Impacts Dane County and Wisconsin							
	Taxes						
	State and Local				Federal		
	Millions			Percent Change	Millions		
County	2014	2015	2016		2014	2015	2016
Dane County	\$142.1	\$149.2	\$155.6	4.27%	\$111.5	\$120.9	\$129.3
Wisconsin	\$1,412.2	\$1,469.5	\$1,505.8	2.47%	\$1,052.3	\$1,102.6	\$1,147.7
Share of State	10.06%	10.15%	10.33%				



SALES

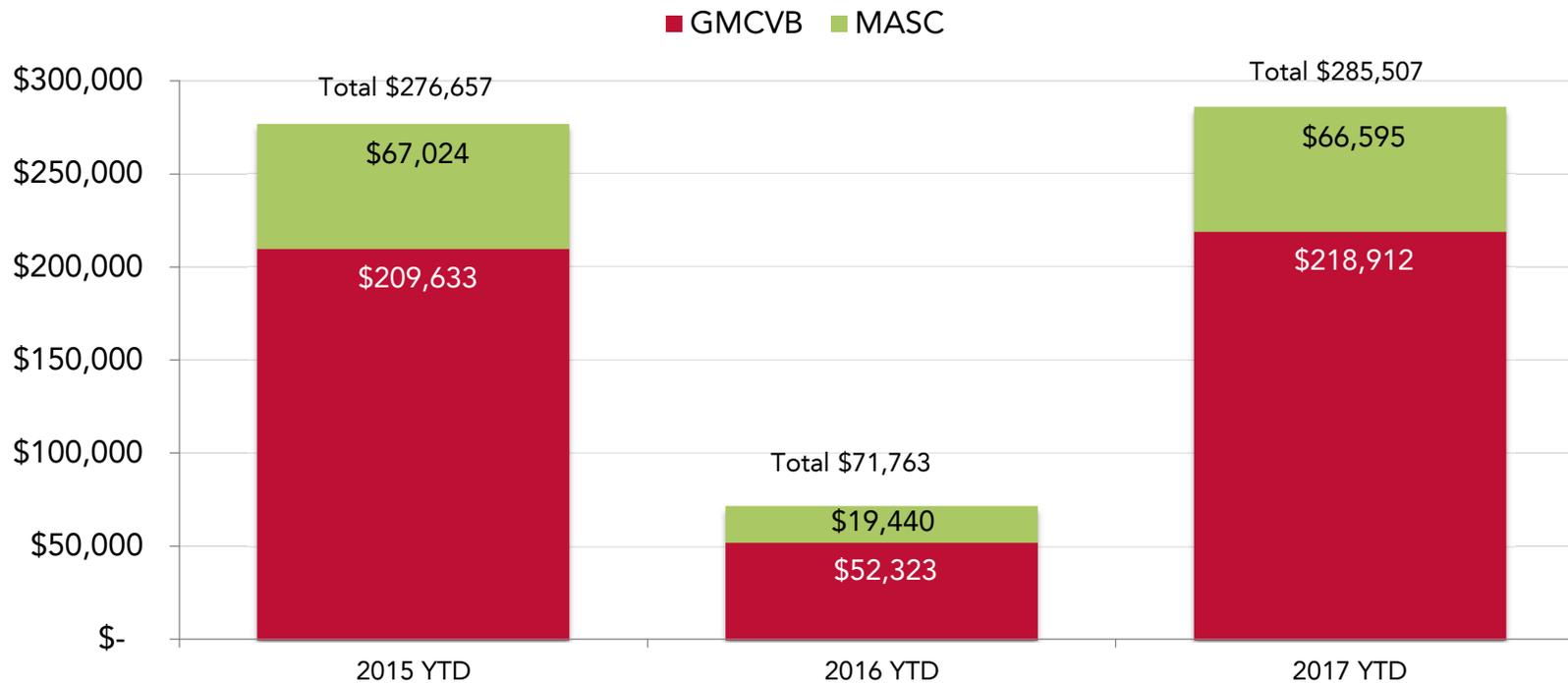
January-December 2017

GMCVB & MASC DIRECT SPENDING FOR FUTURE EVENTS

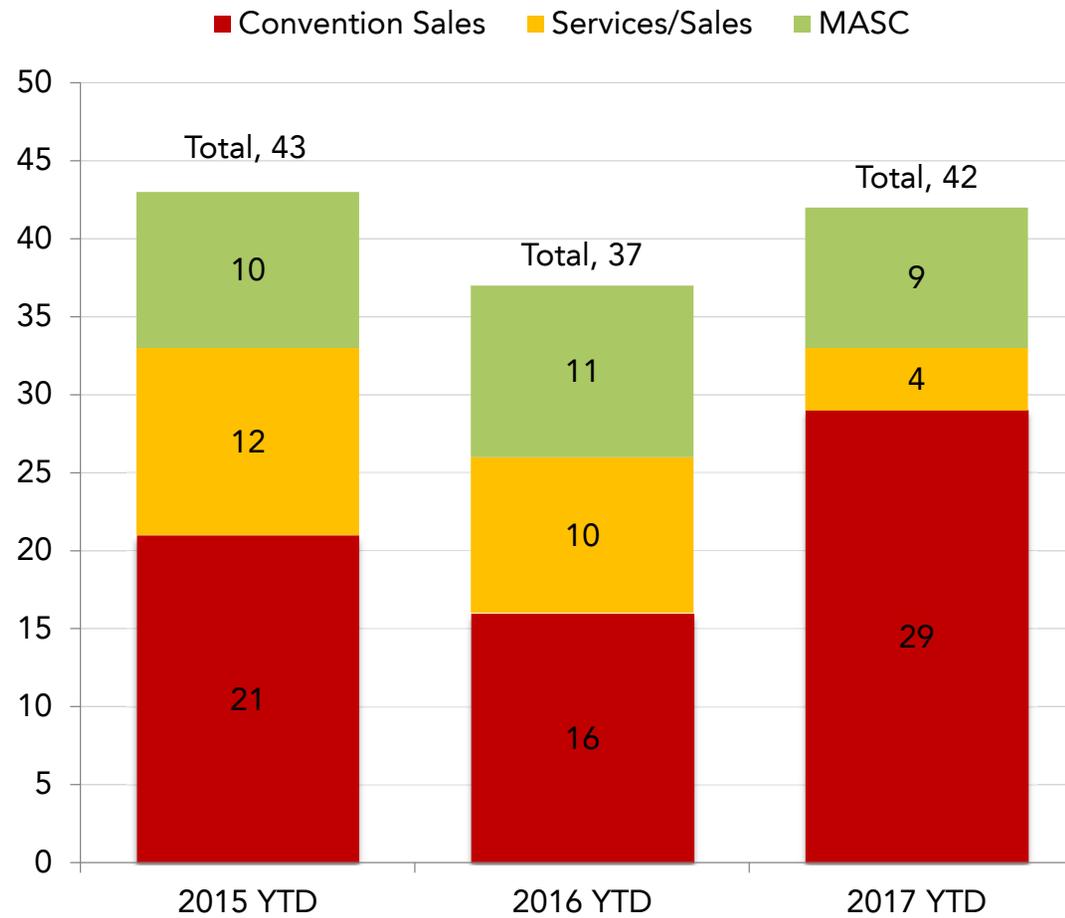


GMCVB & MASC CONTRACT REVENUE GENERATED

Monona Terrace Contract Revenue
2017 Goal: \$730,000
39.11% goal achieved

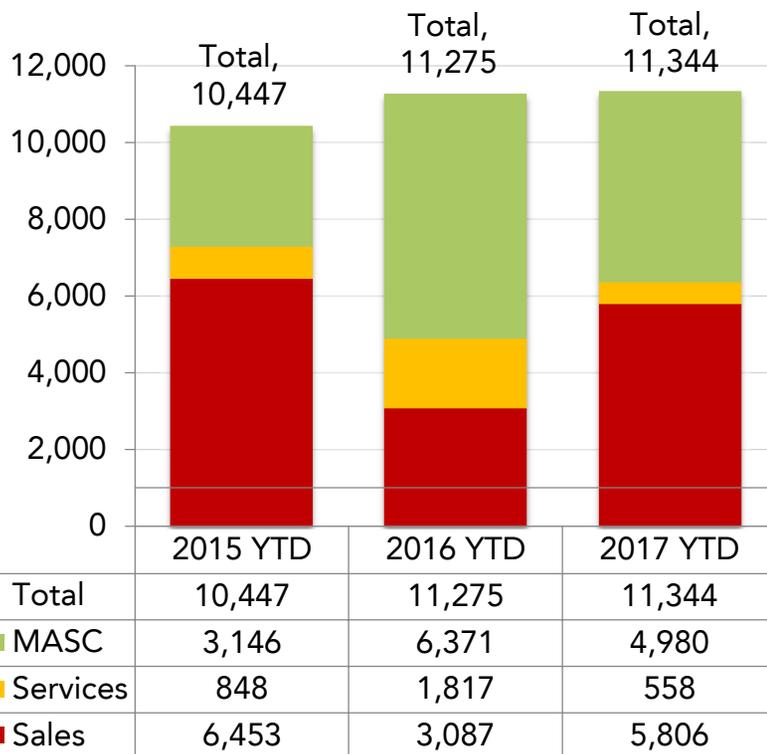


ALL GMCVB & MASC CONFIRMED EVENTS



2017 TOTAL CONTRACTED ROOM NIGHTS FOR GMCVB & MASC

2017 Goal = 99,000
11.46% goal achieved



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

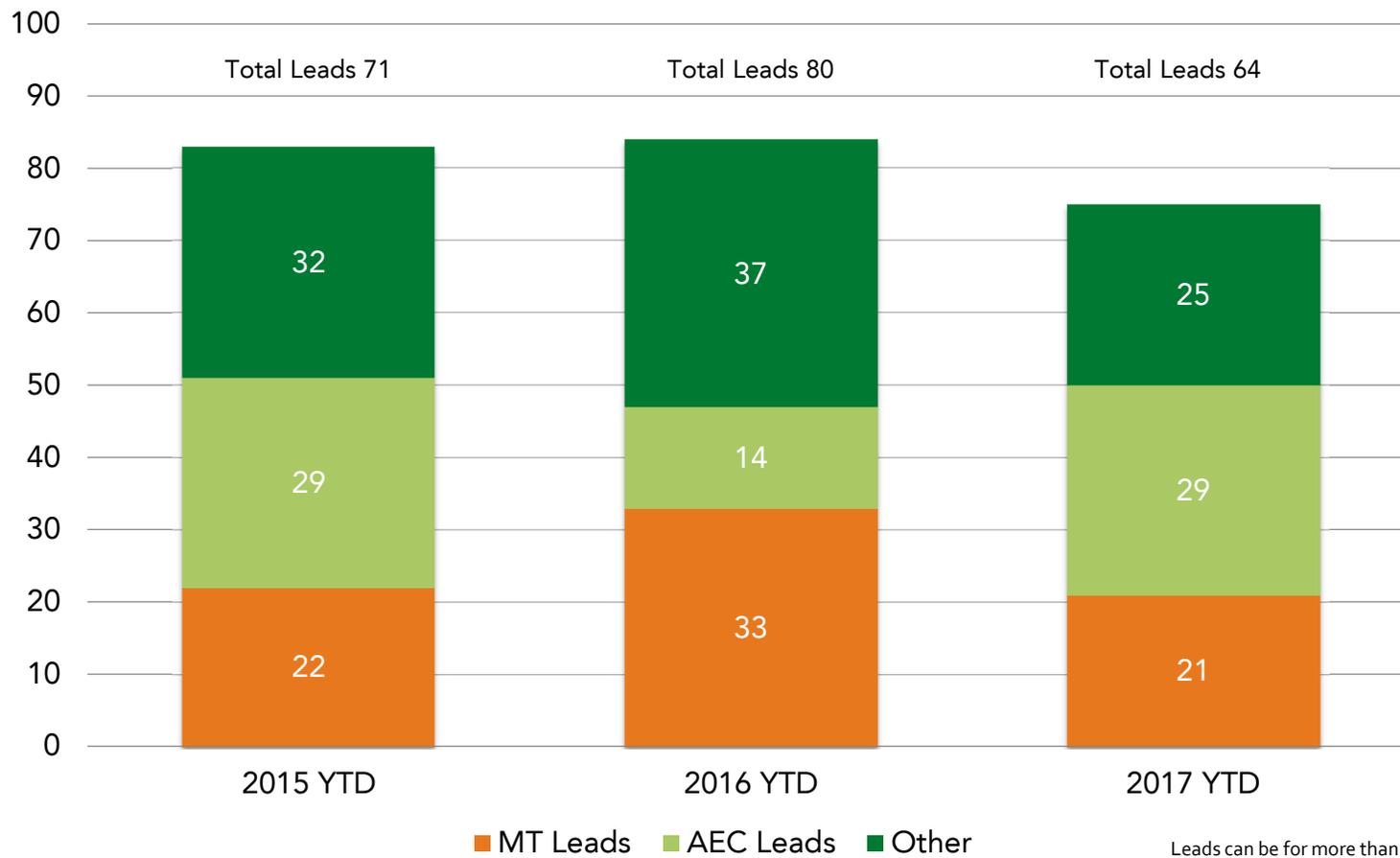
The GMCVB has an overall total goal for room nights, with each department, which includes MASC, also having internal goals.

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



RECENT SALES ACTIVITIES

STRATEGIC SALES ACTIVITIES

- GMCVB Sales Team Training: January
- Stakeholder Sales Training: January and March
- HSMAI Chapter Launch: March

TRADE SHOWS AND MARKET SEGMENT ACTIVITIES

- PCMA Convening Leaders and 3 Cities Client Event: January, Austin
- CESSE Mid-Winter CEO Meeting: February, Austin
- NAVC: February, Orlando
- AMCI: February, Ft Lauderdale
- Destinations Showcase and DMAI Foundation Dinner: February, Washington DC
- CSPI: February, Washington DC
- WATA Luv-R-Ag February, Manitowoc, WI
- MPI: Brookfield, Manitowoc, Milwaukee
- WATA Women's Summit, March, Middleton.



MARKETING & PR

January-March 2017

LEISURE CAMPAIGNS



Hotel Week Recap

17 participating properties

487 room nights (451 in 2016, 507 in 2015)

Top Cities: Madison, Milwaukee, Chicago, Minneapolis

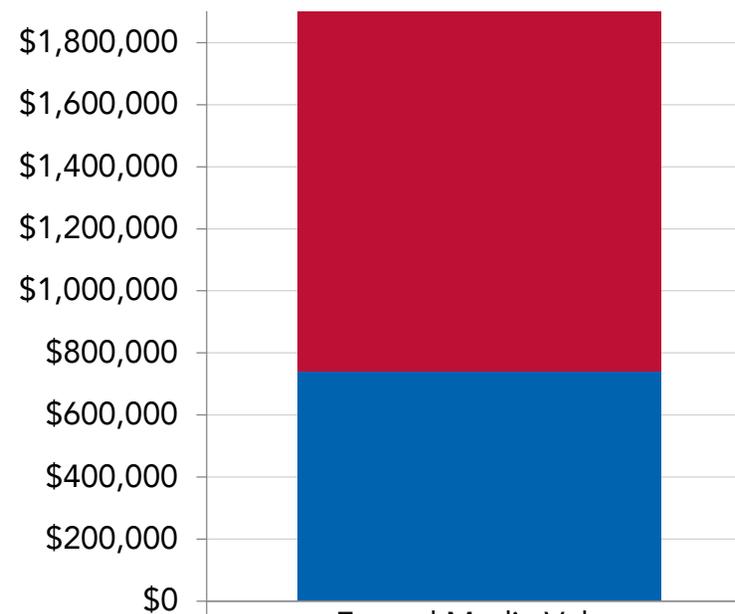
Page views: 45,839 page views (16,500 in 2016)

PR: Mentions include NBC News online, MSN Travel

New Foodie Week incentive proved to be a successful addition

PUBLIC RELATIONS

■ 2017 YTD ■ Gap to Goal



	Earned Media Value
Goal	\$2,650,000
■ Gap to Goal	\$1,908,633
■ 2017 YTD	\$741,367

GMCVB HIGHLIGHTS

Destination:

- Conde Nast Traveler: Best Cities for A Weekend Getaway
- MSN.com/NBC News: Travel Deals – 2017 Hotel Week
- Chicago Tribune: Wisconsin Capitol Celebrates 100th
- Ranking: DK Travel: Madison #1 Most Overlooked City

Organization:

- MSN.com/NBC News: Travel Deals – 2017 Hotel Week
- Wisconsin State Journal: Hotel Development in Madison
- Media support for WI Film Festival
- Ongoing local TV appearances WISC TV and WMTV

Trade:

- Madison featured in Meetings + Events (Offsite Venues)
- Madison featured in Wisconsin Meetings: Meet In Madison
- Madison featured in USAE (Big Bundle Up Drop off)



MADISON AREA SPORTS COMMISSION

January-March 2017



SPORTS MARKETING: WIAA BASKETBALL

RECAP:

- Tickets sold: 82,319
 - Increase from last year
- Welcome program executed
- Marketing campaign included print, digital, social, and radio

SAMPLING OF DIGITAL ADS:



SAMPLING OF PRINT ADS:



SPORTS MARKETING HIGHLIGHTS

Morning Sports Report : The World of Cycling

- Cycling panel
 - Micah Rice, USA Cycling
 - Katie Compton, Pro Cyclist
 - Dave Cieslewicz, WI Bike Fed
 - Tim Vanderjeugd, Trek



Additional MASC Marketing work:

- Preparation for Bucky on Parade
 - Project team assembled
- Preparation for CrossFit Games
 - Local marketing committee underway

MASC PR HIGHLIGHTS

- Connect Sports: How Madison Won the CrossFit Games
- Sports Destination Management and Sports Travel coverage of Madison winning the CrossFit Games
- Local and regional TV and print coverage of CrossFit Games Open 17.5
- PR support for Frozen Assets Festival

Connect SPORTS

Chicago Tribune

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
New	Cognitive Science Society	2018 Annual Conference	7/23/2018	934	1,000	\$907,389	\$51,895
	L & L Exhibition Management	2019 Madison Home Expo	1/10/2019	100	9,200	\$805,803	\$42,452
	L & L Exhibition Management	2019 Build, Remodel & Landscape Expo	2/6/2019	125	8,000	\$715,679	\$30,762
Non-Annual	Blue52 Productions	2018 NSMMS & CRASTE	6/23/2018	1,147	450	\$487,759	\$33,447
Non-Annual	WI Section of Amer Water Works Assoc	Annual Mtg & Water Utility Expo 2021	9/20/2021	264	500	\$332,722	\$19,145
Non-Annual	WI Section of Amer Water Works Assoc	Annual Mtg & Water Utility Expo 2022	9/13/2022	264	500	\$337,377	\$20,102
Non-Annual	WI Section of Amer Water Works Assoc	Annual Mtg & Water Utility Expo 2023	9/11/2023	264	500	\$342,131	\$21,109
GMCVB Contracts Definite = 7				3,098	20,150	\$3,928,860	\$218,912

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	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	5,950	30,000	\$4,155,312	\$33,068
	Madison Festivals Inc	2018 Run Madtown	5/25/2018	210	4,500	\$301,888	\$4,998
	Gymfinity Children's Activity Center	2018 Dairy Aire Gymnastics Invitational	2/23/2018	600	1,200	\$339,971	\$18,133
New	CrossFit, Inc.	2017 CrossFit Open 17.5	3/21/2017	200	500	\$74,624	\$6,900
MASC Contracts Definite = 5				7,160	36,450	\$4,967,701	\$66,595

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>
National Rural Electric Cooperative Assoc	2021 Regions 5 & 6 Meeting	9/13/2021	1,380	1,000	\$614,542	\$38,262
LeMans Corporation	Parts Unlimited Expo 2018	8/21/2018	1,350	1,000	\$841,393	\$37,166
Intl Society for Computational Biology	ISMB 2022	7/8/2022	1,735	1,500	\$1,016,720	\$77,195
Wisconsin Association of School Nurses	2018 WASN Spring Conference	4/17/2018	330	250	\$140,805	\$11,345
Wisconsin Association of School Nurses	2019 WASN Spring Conference	4/2/2019	330	250	\$145,769	\$11,914
Forest Products Society	2018 International Convention	6/10/2018	266	175	\$118,676	\$11,870
WI Housing and Economic Dev Authority	2018 Multi-Family Housing Conf	10/2/2018	100	600	\$95,040	\$12,395
Contracts Pending = 7			5,491	4,775	\$2,972,945	\$200,147

GMCVB Contracts definite since the end of 1st Quarter 2017

Symp on Rsrch Child Language Disorders	39th Annual Conference - 2018	6/7/2018	510	300	\$195,319	\$5,866
Solution Tree	2018 PLC Institute	7/9/2018	760	1,200	\$501,681	\$44,450
Contracts Definite post-1st Qtr = 2			1,270	1,500	\$697,000	\$50,316

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

Account Name	Lead Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Amount
CrossFit, Inc.	CrossFit & Foundation Aug. Meetings (these meetings are during the CrossFit Games)	8/2/2017	0	0	\$0	\$1,940
Contracts Pending = 1			0	0	\$0	\$1,940

MONONA TERRACE – GMCVB & MASC

Confirmed Events occurring in 2017

Account Name	Event Start Date	Room Nights	Attendance	Direct Spending	Contract Revenue
L & L Exhibition Management	1/5/2017	60	8,000	\$695,652	\$35,205
L & L Exhibition Management	2/15/2017	50	8,000	\$679,221	\$29,061
Wisconsin School Counselor Association	2/20/2017	765	1,200	\$590,268	\$22,695
Gymfinity Children's Activity Center	2/24/2017	100	1,200	\$130,399	\$14,530
CrossFit, Inc.	3/19/2017	200	500	\$74,624	\$6,900
Mary Kay Inc	3/29/2017	186	2,000	\$405,158	\$20,272
Pharmacy Society of Wisconsin	4/5/2017	90	250	\$60,758	\$10,180
U.S. Academic Decathlon	4/16/2017	1,020	650	\$461,840	\$28,646
Wisconsin Association of School Nurses	4/26/2017	202	250	\$183,820	\$11,044
Sonic Foundry	4/30/2017	745	300	\$258,974	
American Public Works Association	5/10/2017	120	300	\$86,772	\$15,357
AIA Wisconsin	5/16/2017	110	2,000	\$323,445	\$27,751
Madison Festivals Inc	5/26/2017	798	4,500	\$290,791	\$4,910
Environmental Design Research Association	5/29/2017	890	500	\$406,776	\$30,013
Symp on Research in Child Language Disorders	6/7/2017	490	300	\$188,131	\$5,801
Toppers Pizza, Inc. World Headquarters	6/11/2017	403	400	\$198,457	\$17,400

MONONA TERRACE – GMCVB & MASC

Confirmed Events occurring in 2017

Account Name	Event Start Date	Room Nights	Attendance	Direct Spending	Contract Revenue
Association of Wisconsin School Administrators	6/20/2017	323	500	\$291,200	\$26,629
American Society for Virology	6/22/2017	4,705	1,700	\$1,706,800	\$71,652
Cryogenic Engineering Conference	7/6/2017	1,845	800	\$877,151	\$59,253
Soil and Water Conservation Society	7/27/2017	635	450	\$344,983	\$17,286
LeMans Corporation	8/20/2017	1,530	1,000	\$761,393	\$36,699
World Triathlon Corporation	9/5/2017	6,141	30,000	\$4,189,572	\$31,932
Wisconsin Housing and Economic Dev Authority	9/11/2017	100	600	\$92,415	\$12,215
Wisconsin Music Educators Association	10/25/2017	1,455	5,000	\$1,274,000	\$31,882
Madison Festivals Inc	11/9/2017	435	8,000	\$494,476	\$2,507
25 Events		23,398	78,400	\$15,067,076	\$569,820