

An aerial photograph of the Wisconsin State Capitol building, a large white structure with a prominent dome and a golden statue on top. In the foreground, there's a green park with trees and a paved walkway. To the right, the Monona Terrace Community and Convention Center is visible, a modern building with a glass facade. The background shows a city skyline with various buildings under a blue sky with white clouds.

Destination Madison

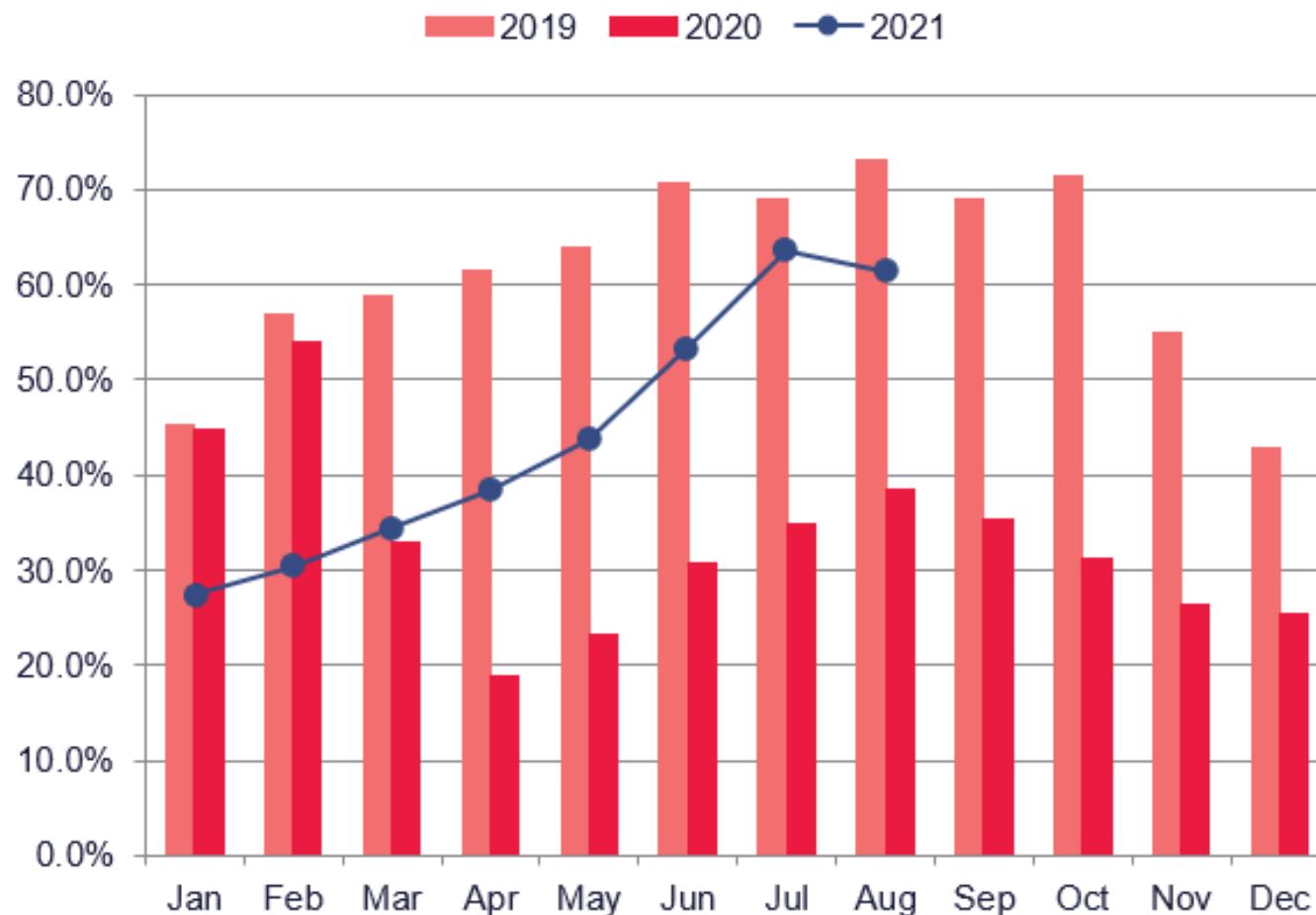
Q3 2021

Monona Terrace Community and
Convention Center Board
October 21, 2021



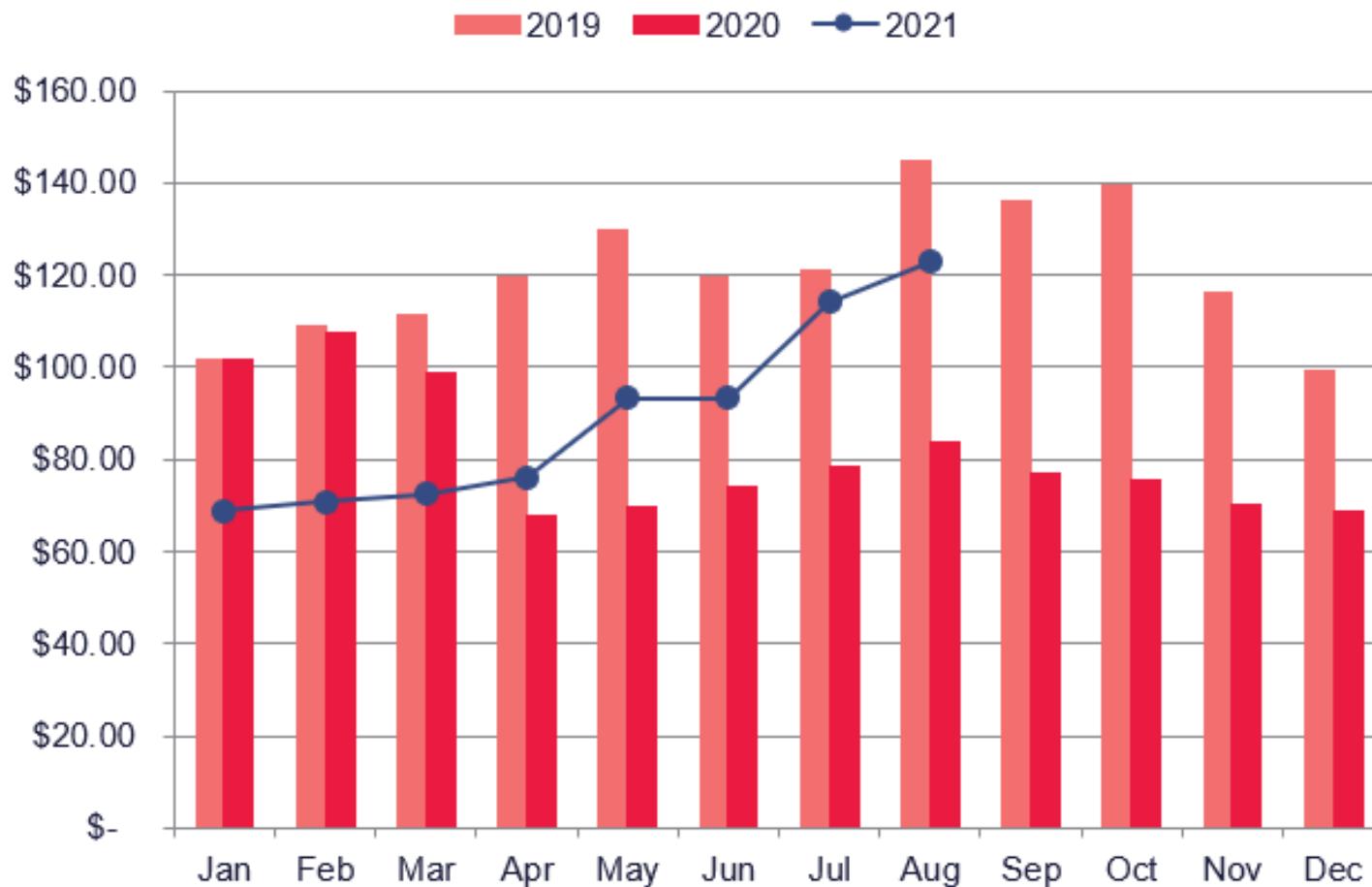
STATE OF THE INDUSTRY

Hotel Occupancy



Note year over year inventory does not include COVID related closings

Hotel ADR



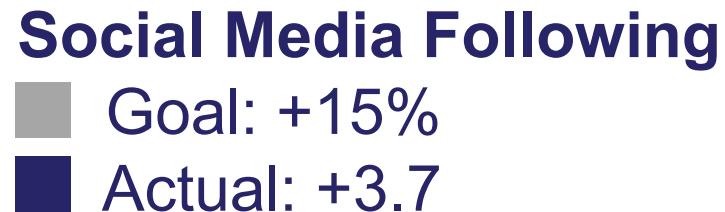
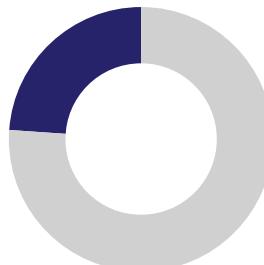
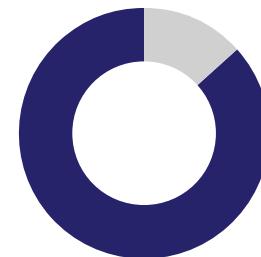
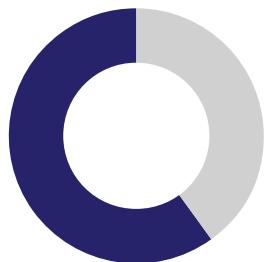
Note year over year does not include COVID related closings

RECOVERY PLAN

Progress Update – September 2021

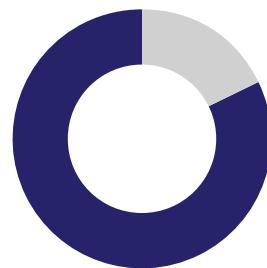
Recovery Priority #1

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.



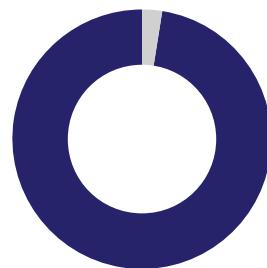
Leads Generated

Goal:	100
Actual:	82



Planner Touchpoints

Goal:	2,080+
Actual:	1,823



Room Nights

Goal:	54,000
Actual:	52,533



Recovery Priority #3

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



Increase Downtown Pedestrian Traffic



Enhance Positive Perceptions of Downtown

Recovery Priority #4

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



Partner & Community Touchpoints

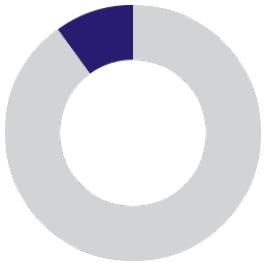
■ Goal: 2,300
■ Actual: 1,350



Partner Satisfaction

Recovery Priority #5

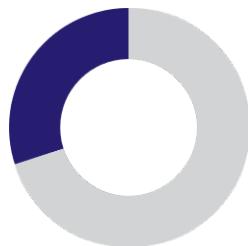
Elevate and embrace Diversity Equity Accessibility Inclusion (DEAI) inside and outside the organization to design and promote a welcoming environment and physical space for residents and visitors.



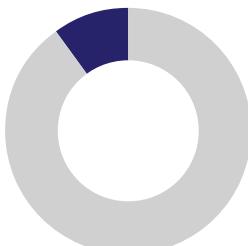
Develop DEAI Advancement Roadmap for DM

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



City Contract in Place by Year End 2021



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
- International Society for Heart Research – Jun 2023 \$20K/755 rm nights
- ASLO – Jun 2024 \$78K/2,800 rm nights
- WCGALP – July 2026 apprx\$50K/1,200 rm nights

Total = \$260K/10,155 rm nights

Rebook business to close

- Wisconsin Department of Tourism – Mar 2022 \$41K/1,000 rm nts

Total = \$41K/1,000 rm nights

Convention Sales Activities

Target account prioritization

- Botanical Society of America – targeting RFP for 2024 or 2026 (450 peak/800pp)
- National Auctioneers Association – targeting RFP for 2023 (550 peak/1,100pp)
- Snow & Ice Management Association – targeting RFP for 2024/25 (375 peak/750pp)
- Retail Jewelers Organization – targeting RFP for 2025 (500 peak/850pp)
- American Cheese Society – targeting RFP for 2023/4 (335 peak/800pp)
- The Wildlife Society – targeting RFP for 2024 (500 peak/1,200pp)
- Wild Birds Unlimited – targeting RFP for 2024 (400 peak/800-900 ppl)
- Society of American Foresters – targeting RFP for 2026 (425 peak/800 ppl)
- Association of Children's Museums – targeting RFP for 2024 (450 peak/900 ppl)
- International Institute of Municipal Clerks – targeting RFP for 2027 (580 peak/1,000 ppl)

Convention Sales Activities

- Tradeshow activity
 - WSAE 10/26-27 in Brookfield
 - Destination Celebration 11/14 in Minneapolis
 - Connect DC 11/29-12/1
 - Holiday Showcase 12/14 in Chicago

Sports Sales Activities

- Ironman 2022 is back on for September. In addition, we have extended the contract for September races beyond 2022.
- Launch of the Sports Enhancement Grant
- State Middle School Basketball & Hyrox site visits
- Sports ETA October 25th - October 29th, Birmingham, AL

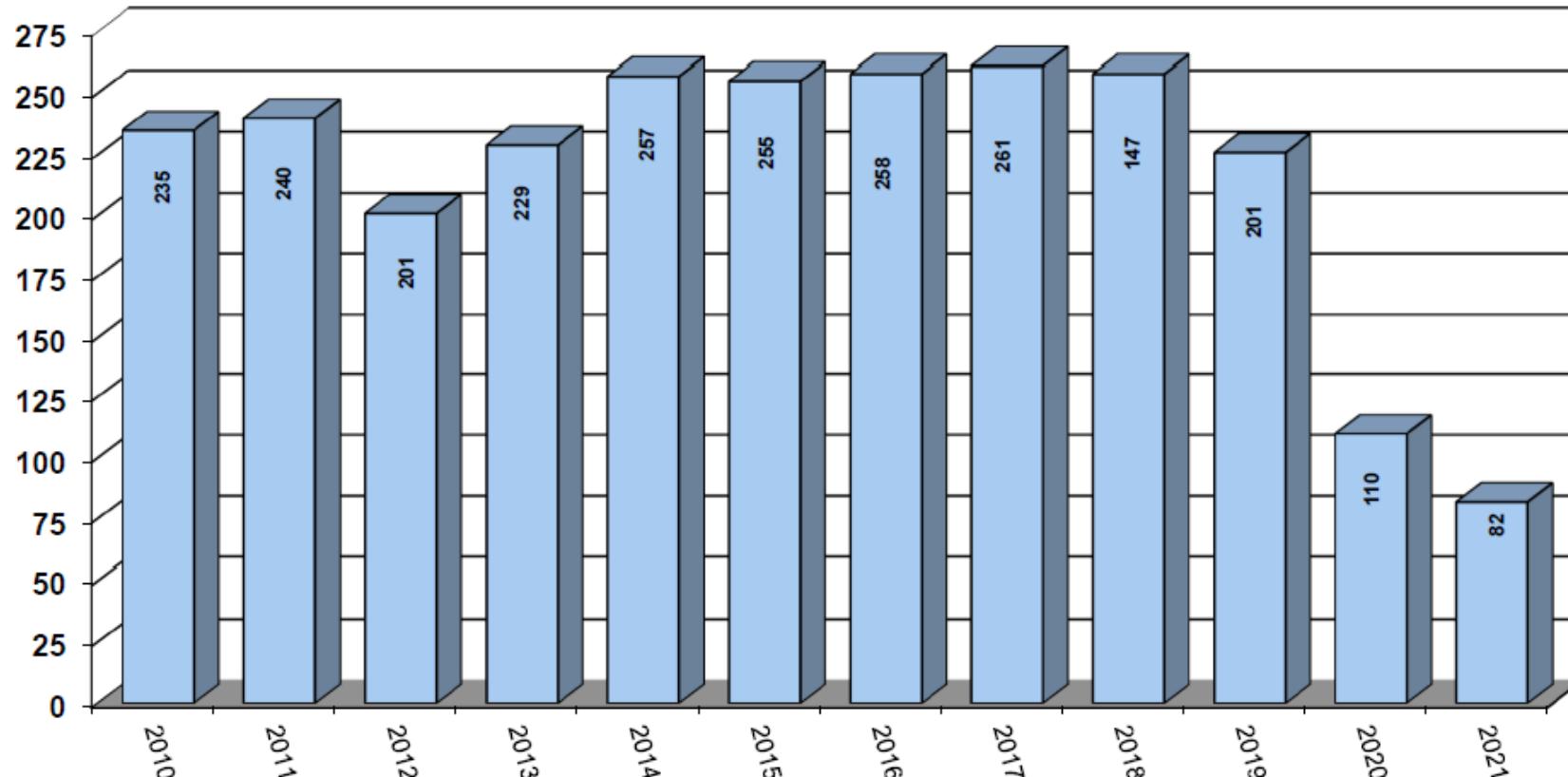


THANK YOU!

APPENDIX

Sales Activities

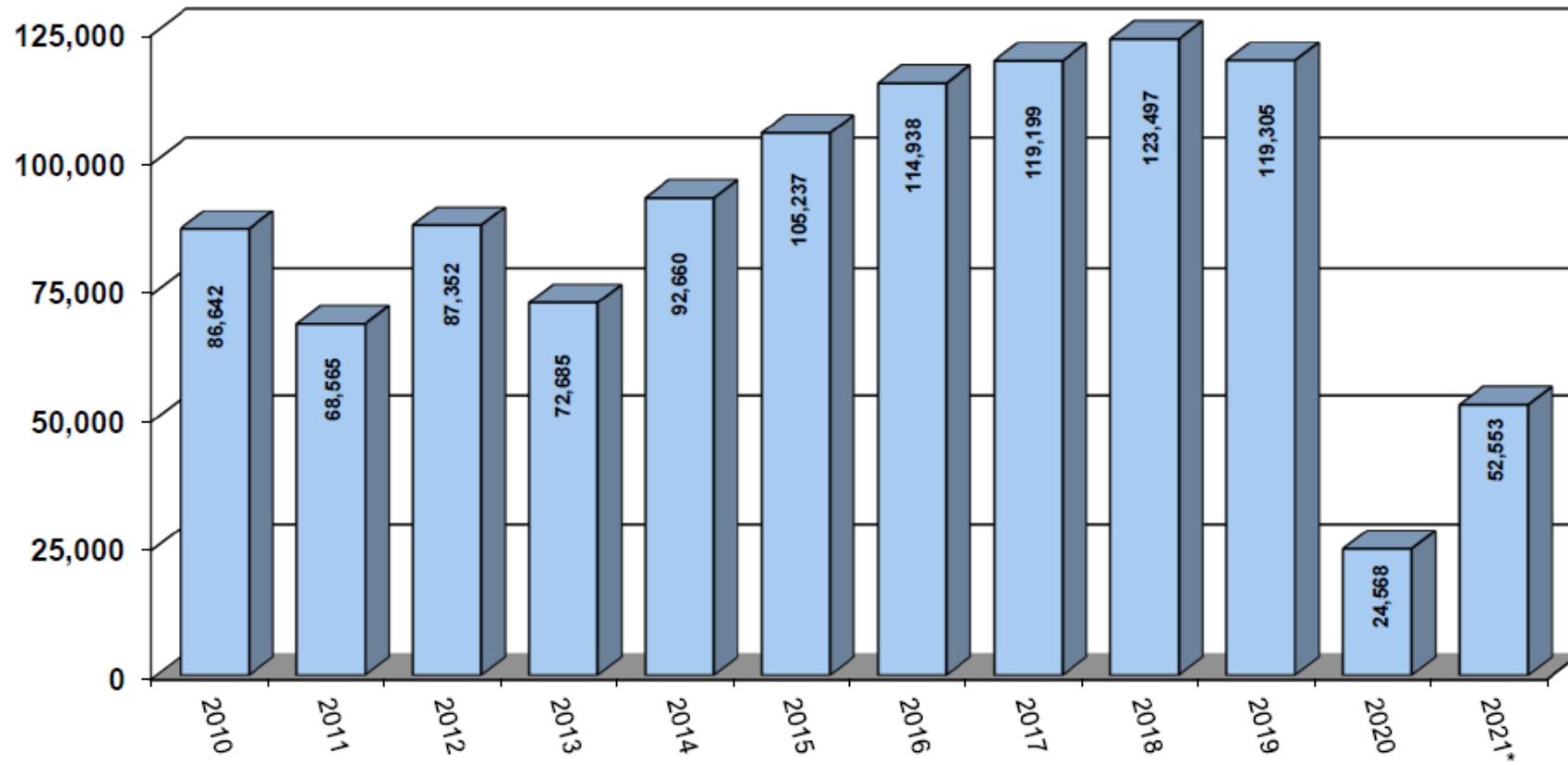
Destination Madison Sales & MASC Sales
Leads per Year



* Year to Date

Sales Activities

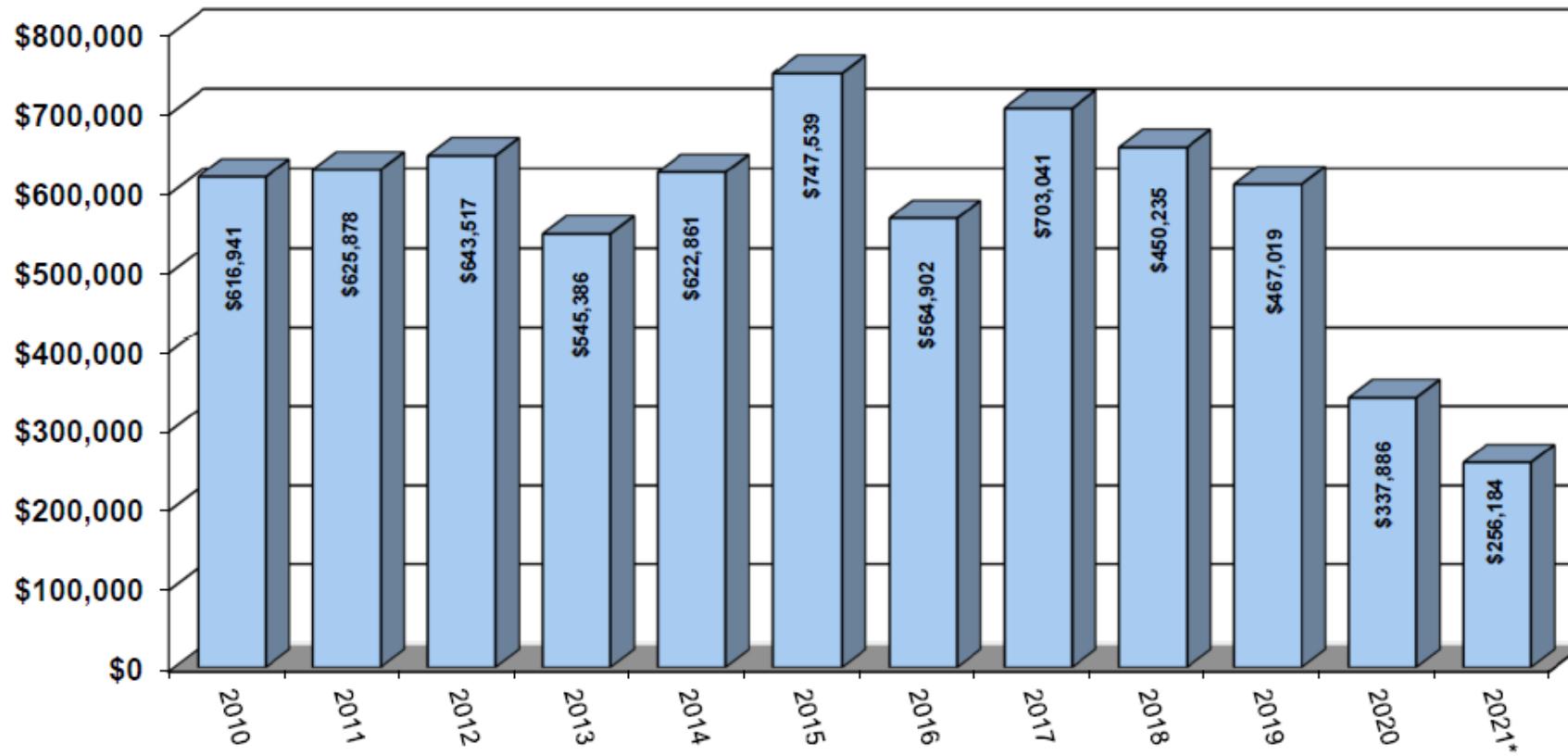
Destination Madison Sales & MASC Sales
Confirmed Event Room Nights per Year



* Year to Date

Sales Activities

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



* Year to Date

2021 Confirmed Events

Account Name	Lead Name	Attend	EEI Value	Event Start Date	Total Rooms	Headquarter Facility
Midwest BLGTA College Conference	2021 Midwest BLGTA College Conference	2,000	\$557,113	10/6/2021	945	Monona Terrace
Buck Brannaman Horsemanship	Buck Brannaman Horsemanship Clinic 2021	600	\$42,898	10/15/2021	0	Alliant Energy Center
Gamehole Con	Gamehole Con 2021 Room Block	3,000	\$694,857	10/20/2021	1,437	Alliant Energy Center
WiCell	COREdinates 2021 Meeting	40	\$20,672	10/20/2021	70	Fluno Center
MYHockey	2021 MYHockey Fall Tournament	500	\$323,837	10/22/2021	970	Sun Prairie Ice Arena
Wisconsin Music Educators Association	Wisconsin State Music Conference 2021	3,800	\$832,660	10/27/2021	481	Monona Terrace
Wisconsin Games Alliance	M+DEV 2021	300	\$49,092	10/28/2021	40	Alliant Energy Center
Wisconsin Interscholastic Horsemanship Assoc	2021 WIHA State Show	750	\$178,621	10/28/2021	250	Alliant Energy Center
Wisconsin Land Information Association	2021 WLIA Fall Regional Meeting	85	\$34,594	11/3/2021	65	BW Premier Park Hotel
MYHockey	2021 MYHockey Veterans Cup	500	\$370,080	11/5/2021	1,220	Sun Prairie Ice Arena
Madison Festivals Inc	2021 Madison Marathon	8,000	\$485,676	11/12/2021	415	Monona Terrace
Wisconsin Interscholastic Athletic Assoc	2021-22 WIAA Board of Control Meetings	40	\$135,343	11/17/2021	360	UW Kohl Center
Wisconsin Kennel Club	Wisconsin Kennel Club Show	800	\$356,498	11/17/2021	1,210	Alliant Energy Center
The Isthmus Bowl	Isthmus Bowl 2021	2,000	\$104,351	11/19/2021	200	Verona High School
HYROX	2021 Madison Time Trial	750	\$269,508	12/15/2021	115	Alliant Energy Center
Madison College Athletics	60Eight Basketball Tournament	2,250	\$246,087	12/17/2021	148	Madison College

2022 Confirmed Events

Account Name	Lead Name	Attend	EEI Value	Event Start Date	Total Rooms	Headquarter Facility
National Wildlife Rehabilitators Association	Symposium 2022	475	\$469,275	2/27/2022	1,151	The Madison Concourse
United Way of Wisconsin	2022 United Way Great Rivers Conference	300	\$165,696	3/6/2022	550	The Madison Concourse
Mary Kay Cosmetics	Career Conference 2022	1,500	\$375,245	3/23/2022	195	Monona Terrace
Wisconsin Future Business Leaders of America	State Leadership Conference 2022	2,000	\$819,045	3/27/2022	1,876	Alliant Energy Center
Central States Communication Association	CSCA Annual Convention 2022	800	\$350,377	3/29/2022	829	The Madison Concourse
Pharmacy Society of Wisconsin	2022 Educational Conference	400	\$133,825	4/4/2022	80	Monona Terrace
SkillsUSA Wisconsin Association	State Leadership and Skills Conference 2022	2,300	\$701,063	4/4/2022	500	Alliant Energy Center
Wisconsin Medical Society	2022 Annual Convention	300	\$105,039	4/7/2022	190	Monona Terrace
Cognitive Development Society	13th Biennial Conference-2022	900	\$504,287	4/20/2022	950	Monona Terrace
AIA Wisconsin	Annual Convention 2022	2,000	\$310,106	4/26/2022	92	Monona Terrace

2022 Confirmed Events

Account Name	Lead Name	Attend	EEI Value	Event Start Date	Total Rooms	Headquarter Facility
Wisconsin Holstein Association	2022 Wisconsin Dairy Showcase	500	\$155,874	4/27/2022	225	Alliant Energy Center
Midwest Archives Conference	MAC 2022 Annual Meeting	400	\$161,845	5/3/2022	465	The Madison Concourse
University of Colorado Boulder	2022 Sun-Climate Symposium	75	\$60,589	5/15/2022	240	The Madison Concourse
Central States Water Environment Association	Annual Meeting 2022	400	\$233,582	5/16/2022	134	Monona Terrace
Symp on Research in Child Language Disorders	43rd Annual Conference - 2022	300	\$125,517	6/1/2022	435	Monona Terrace
Sustainable Forestry Initiative	2022 SFI Annual Conference and PLT Intl Conf	275	\$255,618	6/11/2022	832	The Madison Concourse
Garden Bloggers Fling	2022 Garden Bloggers Fling	75	\$64,905	6/22/2022	210	The Madison Concourse
International Society for Computational Biology	Intelligent Systems for Molecular Biology 2022	1,500	\$1,033,178	7/8/2022	2,460	Monona Terrace
American Society for Virology	41st Annual Meeting (2022)	1,700	\$1,640,612	7/14/2022	4,705	Monona Terrace
National Association of State Election Directors	NASED 2022 Annual Summer Meeting	180	\$104,919	7/17/2022	412	The Madison Concourse

2022 Confirmed Events

Account Name	Lead Name	Attend	EEI Value	Event Start Date	Total Rooms	Headquarter Facility
LeMans Corporation	Parts Unlimited NVP Product Expo 2022	1,000	\$887,275	8/16/2022	1,303	Monona Terrace
Wisconsin Holstein Association	2022 Wis Summer Championship Show	500	\$226,637	8/22/2022	300	Alliant Energy Center
Cohousing Association of the U.S.	2022 Annual Meeting	500	\$277,536	8/24/2022	267	The Madison Concourse
Northstar Meetings Group	Destination Midwest 2022	70	\$49,409	8/27/2022	154	The Madison Concourse
Wisconsin Sectn 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
National Assoc of Ext 4-H Youth Dev Professionals	Annual Conference 2022	1,000	\$971,522	10/7/2022	2,287	Monona Terrace
Wisconsin Music Educators Association	Wisconsin State Music Conference 2022	3,800	\$847,934	10/26/2022	481	Monona Terrace
Confirmed Events to occur in 2022 = 29		24,900	\$12,156,361		22,687	