



# PERFORMANCE REPORT

January-September 2015

## PERFORMANCE REPORT: Q3 2015

Through the third quarter of 2015 the Greater Madison Convention & Visitors Bureau (GMCVB) and Madison Area Sports Commission (MASC) have achieved the following:

- Contracted for 111 future events that are expected to generate \$31.8 million in direct spending (economic impact) for our communities.
- Generated \$616,986 in contract revenue for Monona Terrace: 83% of annual goal

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

- Engaged in product development conversations for a downtown convention hotel (Judge Doyle Square)
- Continued involvement and support for the Alliant Energy Center Visioning Study
- Hosted a Familiarization Tour of Madison for meeting planners
- Co-hosted the annual "Meet and Greet" event with the Chamber of Commerce with both City of Madison and Dane County stakeholders

For additional information about materials in this report please contact Diane Morgenthaler, at [morgenthaler@visitmadison.com](mailto:morgenthaler@visitmadison.com)

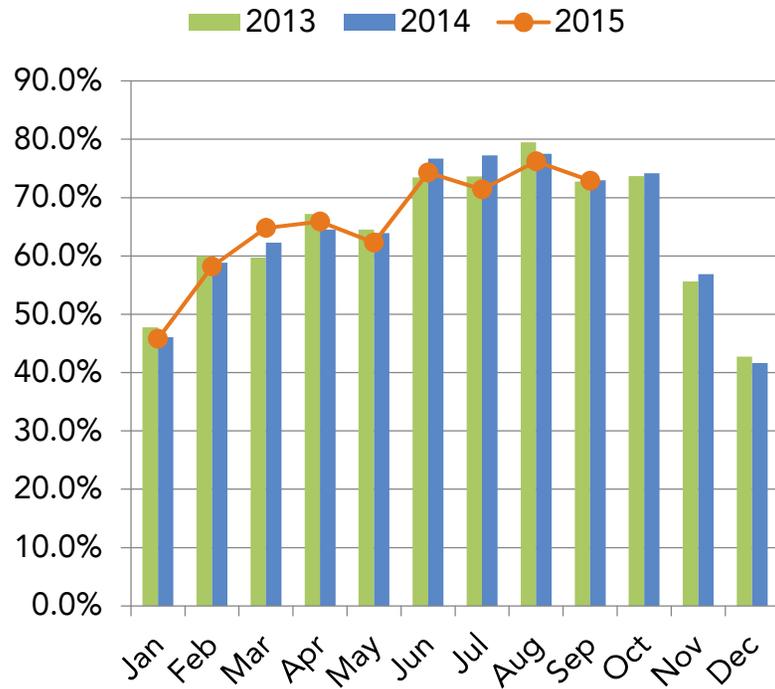


# INDUSTRY

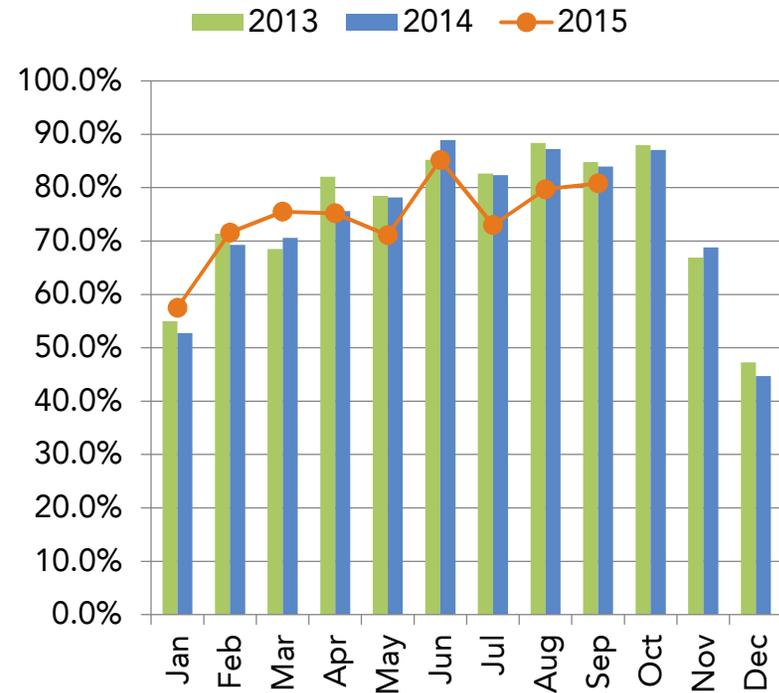
January-September 2015

# OCCUPANCY RATE

## MADISON – MARKETWIDE



## MADISON – DOWNTOWN

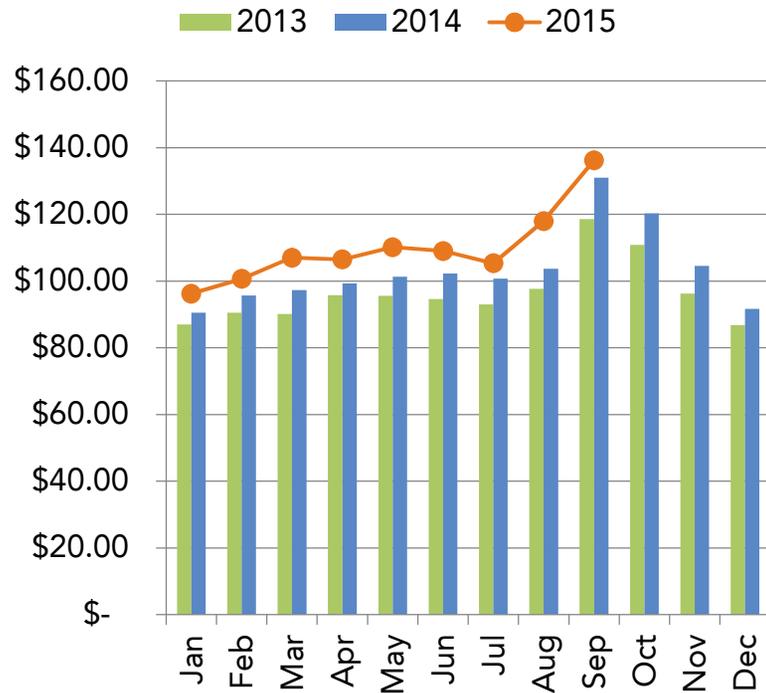


Source: Smith Travel Research

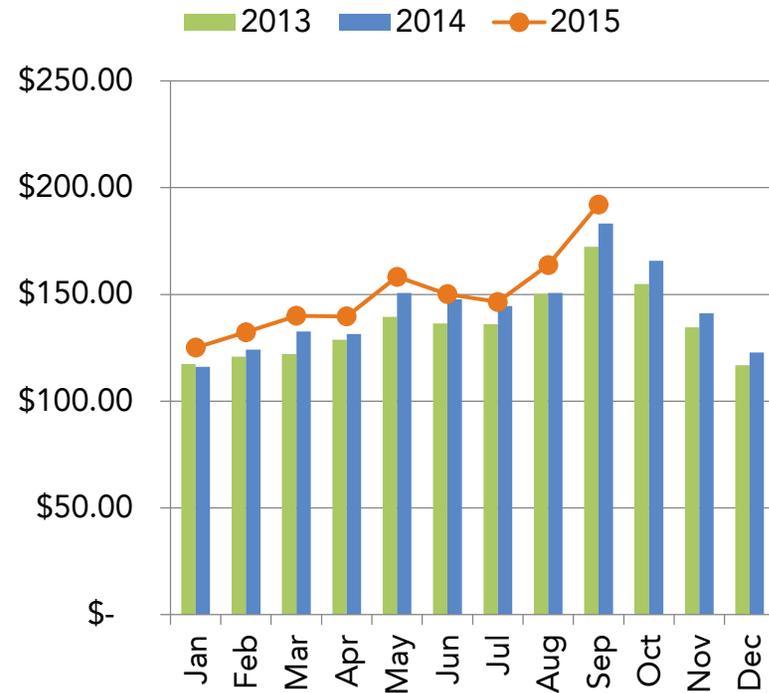
Occupancy continues to trail behind 2014 levels both within the convention hotels (Downtown) and market wide.

# AVERAGE DAILY RATE (ADR)

## MADISON – MARKETWIDE



## MADISON – DOWNTOWN



Average Daily rate however continues to trend up – signaling strong market demand

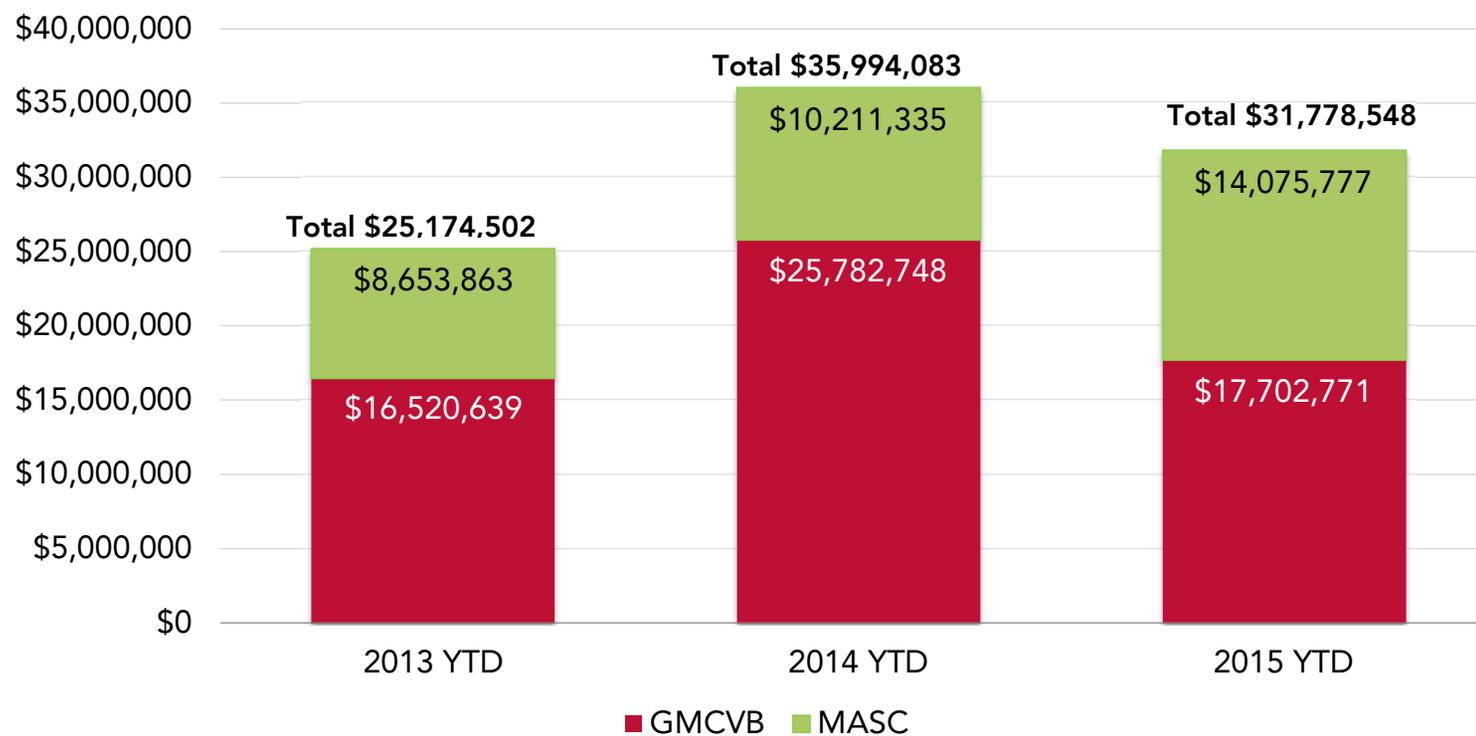
Source: Smith Travel Research



# SALES

January-September 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

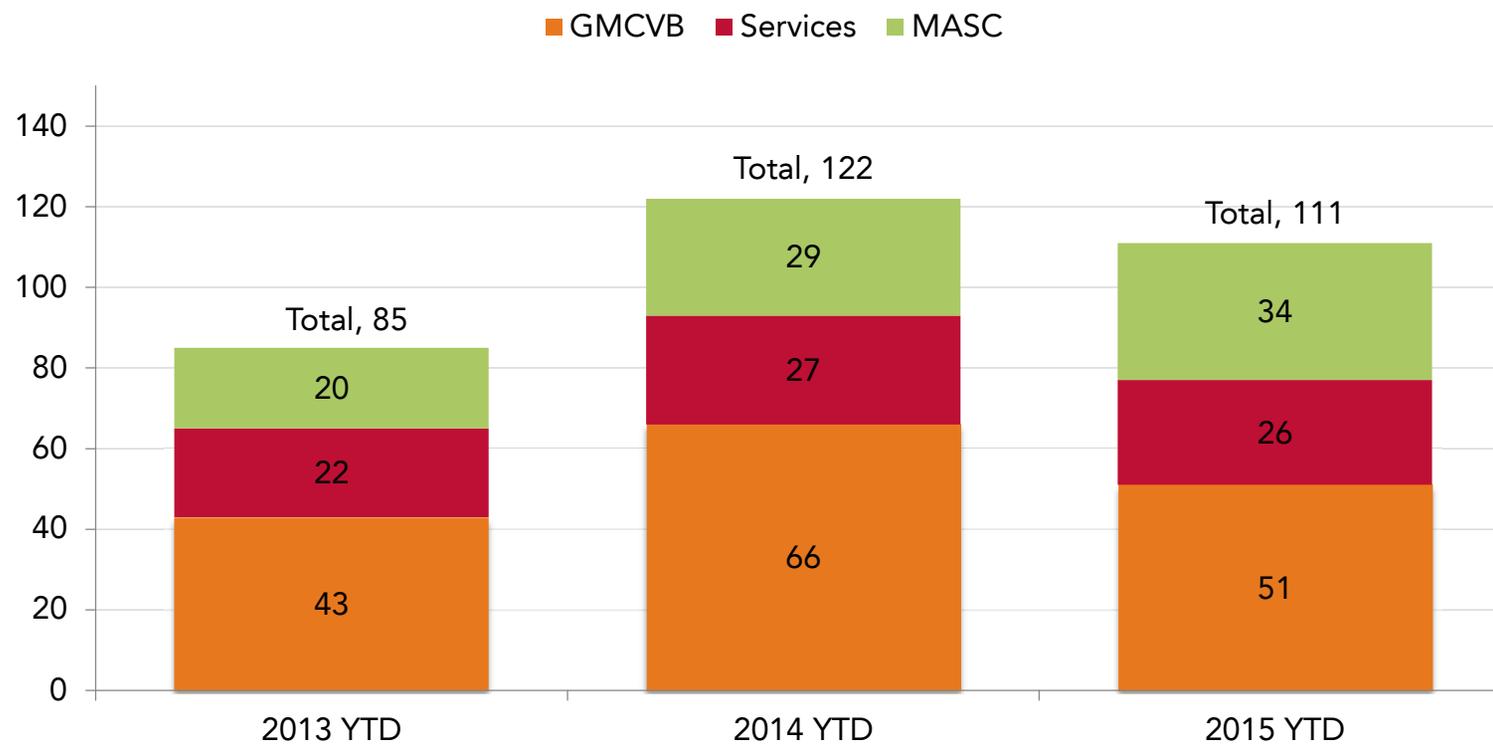
Monona Terrace Contract Revenue  
Goal: \$745,000  
83% goal achieved

■ GMCVB ■ MASC



This metric is a contract goal. We anticipate exceeding this goal by year end.

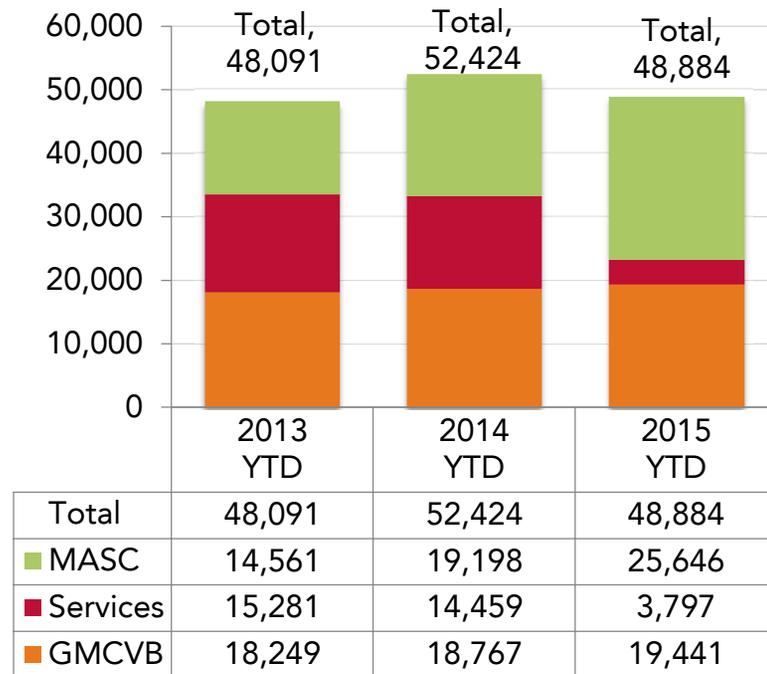
## ALL GMCVB & MASC CONFIRMED EVENTS



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

## 2015 TOTAL CONTRACTED ROOM NIGHTS FOR GMCVB & MASC

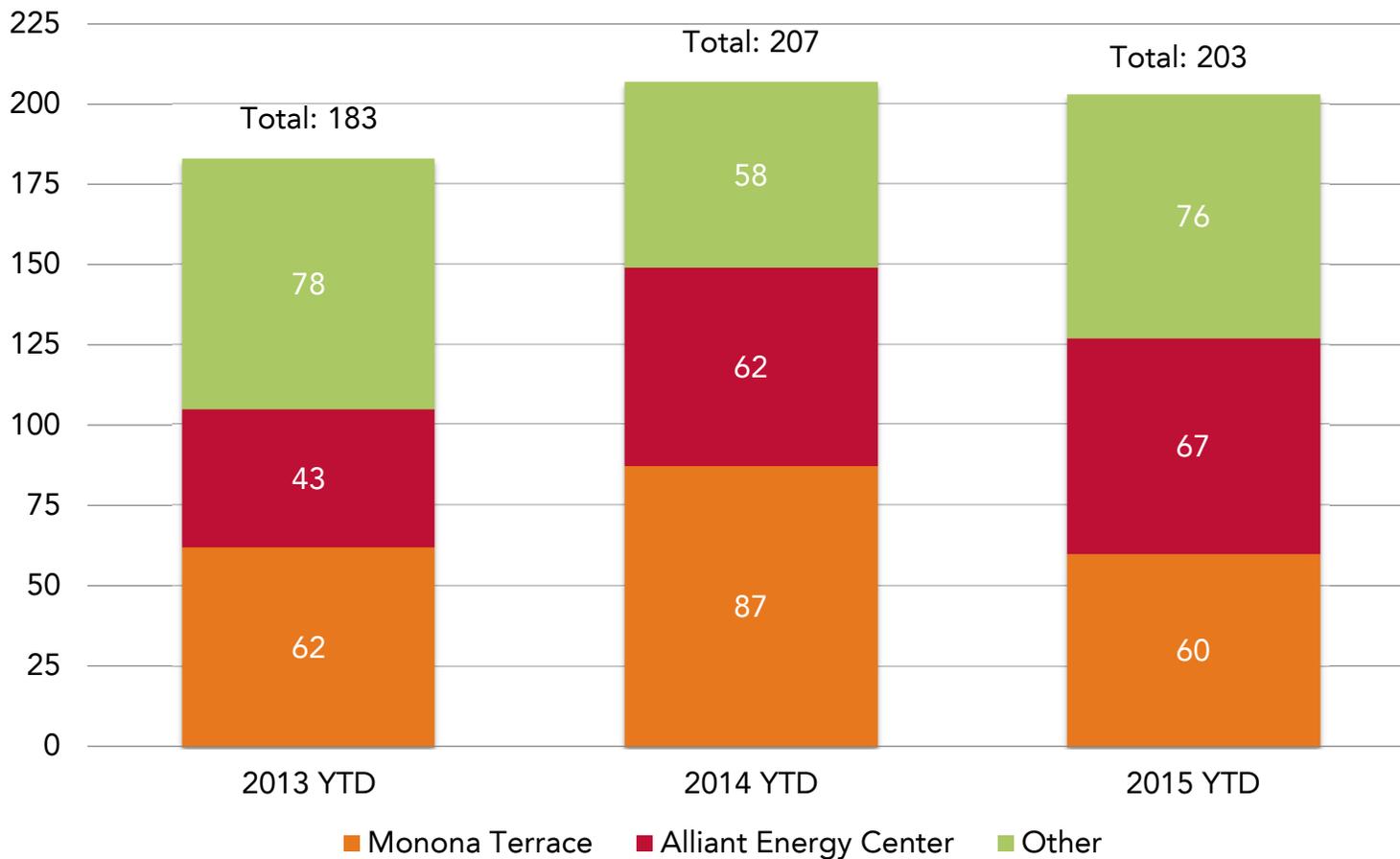
**2015 Goal = 87,500**  
**55.87% goal achieved**



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 & MASC LEAD PRODUCTION



Leads represent potential business in the pipeline

## RECENT & UPCOMING SALES ACTIVITIES

### STRATEGIC SALES ACTIVITIES

- Client Familiarization Tour, September 17-20, Madison

### SITE VISITS AND PREPROMOTION ACTIVITIES

- RevolutionEHR Site Visit, September 23-24
- Topper's Pizza Site Visit, October 6
- National Cooperative Grocers Association Site Visit, October 9
- Soil & Water Conservation Society Site Visit, October 21-22
- Environmental Design Research Association Site Visit, October 28
- American Ornithological Union Site Visit, October 30-31
- 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

### TRADE SHOWS AND MARKET SEGMENT ACTIVITIES

- CSPI, Annual Meeting September 9-11, Washington, DC
- WSAE Innovation Summit, September 10-11, Waukesha
- Clydesdale Breeders Open House, September 20, Pecatonica, IL
- Sales Calls and MPI/PCMA Chapter Events, September 20-25, Kansas City & St. Louis
- Pony of the Americas Board Presentation, September 27-28, St. Louis, MO
- World Dairy Expo Exhibitor Lounge Sponsorship, September 29 – October 4, Madison, WI
- IMEX America, October 12-16, Las Vegas, NV
- American Dairy Goat Association Board Presentation, October 14-15, Boise, ID
- PCMA Capital Chapter Leadership Retreat, October 27-29, Washington, DC
- PCMA Capital Chapter Annual Meeting, November 3-4, Washington, DC
- American Agri-Women, November 4-7, Portland, ME
- WSAE Annual Awards & Business Meeting, November 12, Madison, WI
- MPI Great Lakes Summit, November 15-17, Milwaukee, WI
- 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

## CLIENT FAMILIARIZATION TOUR RECAP

On September 17-20, 2015, the Greater Madison Convention & Visitors Bureau (GMCVB) and the Madison Area Sports Commission (MASC) welcomed more than a dozen meeting and event planners to Madison for a Fall FAM Tour. The planners—who represented groups ranging from Agriculture and Fraternities to Sports/Wellness and LGBT—enjoyed an agenda designed to keep Madison top-of-mind when planners are deciding on their next destination.

**Their response?** *Madison isn't at all what I expected!*

- “This was my first time visiting and I was very impressed with what the city has to offer,” says Diane Kovats, Executive Director for the International Society for Computational Biology (ISCB). “I came expecting cheese curds but found an amazing little city with great big charm. Madison has fantastic facilities, good-hearted sales people, and lots to do. I would encourage any one of my peers to take the time to go and see!”
- The GMCVB and MASC teams worked with partner businesses to create authentic experiences that would help planners understand the depth of our destination. In four short days, potential clients visited eight hotel facilities, three event venues and tried many Madison-only experiences, from State Capitol tours to getting out on the lakes to going behind the scenes at Overture Center for the Arts.



## FAM TOUR RECAP: RETURN ON INVESTMENT FROM 2013-2014 FAM TOURS

As a result of the Client Familiarization Tours conducted in 2013 and 2014 the GMCVB and MASC successfully secured events that are expected to generate over \$3 million in direct spending:

### **USA Climbing – American Bouldering Series National Championships – 2015 & 2016**

- \$662,073 direct spending per event
- 1,500 attendees per event
- 727 room nights per event

### **North American Association for Environmental Education – 2016**

- \$1,021,398 direct spending
- 1,000 attendees
- 1,716 room nights

### **Cognitive Science Society – 2018**

- \$943,737 direct spending
- 1,000 attendees
- 1,790 room nights

### **University & College Designers Association\***

- \$350,710 direct spending
- 350 attendees
- 718 room nights

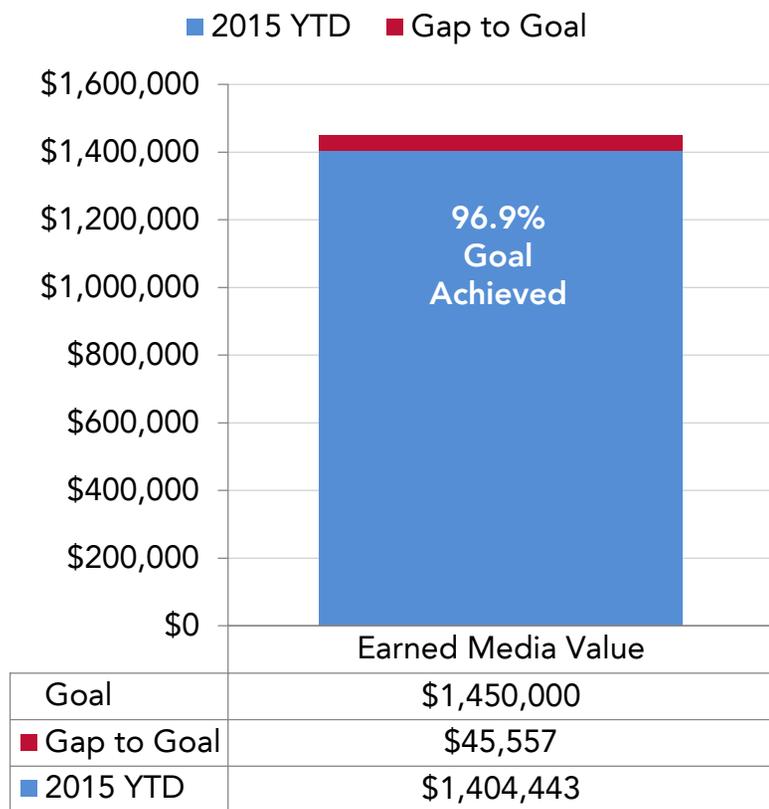
\*contract pending



# MARKETING & PR

January-September 2015

# GMCVB PUBLIC RELATIONS EARNED MEDIA



Last Chance Summer Road Trips



College Towns We'd Love to Visit



Earned Media Value is a contract metric.



# MADISON AREA SPORTS COMMISSION

January-September 2015

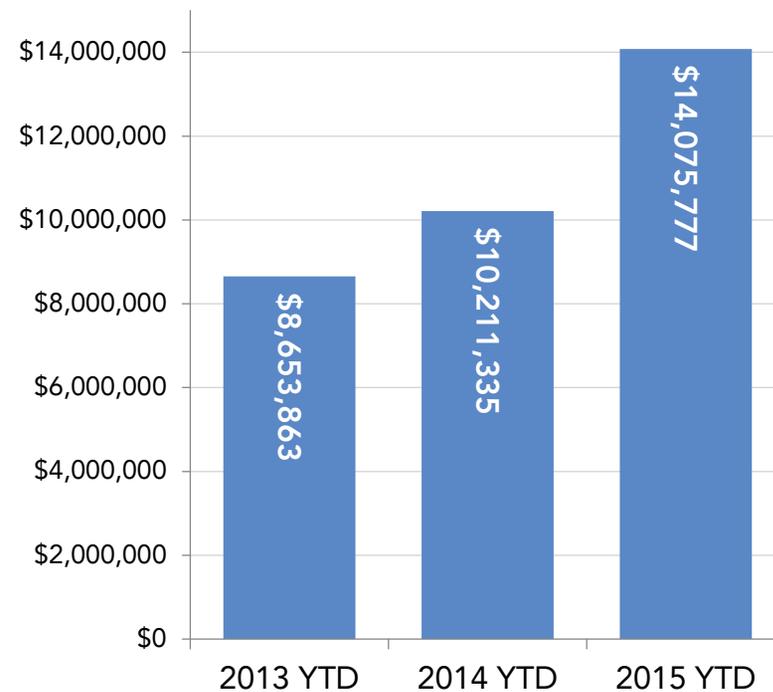


# ALL SPORTS CONFIRMED EVENTS & DIRECT SPENDING

## ALL SPORTS CONFIRMED EVENTS



## DIRECT SPENDING FOR ALL SPORTS CONFIRMED EVENTS



MASC continued to grow the number of confirmed events and economic impact metrics: YTD confirmed events are up 17% and direct spending up 38%

# MASC: MARKETING HIGHLIGHTS

## Morning Sports Report

- Quarterly event
- Last event: September (Bo Ryan)
  - *Over 100 in attendance!*



## Event Marketing Support

- North American Unicycling Convention
- International Gay & Lesbian Football Association
- Madison Mini Marathon
- IRONKIDS Fun Run
- IRONMAN Wisconsin



## MASC Video Update

- Filming completed, production underway
- Finish Product Expected in 4<sup>th</sup> Quarter

# MASC: MARKETING HIGHLIGHTS

## IRONMAN Wisconsin

- Emphasis on community awareness and increasing visitor information for fans

## IRONKIDS Fun Run

- New this year: 2 waves
- 487 total participants (30% increase)
- Generated \$2500 in MASC revenue

## MASC 5 Year Anniversary

- Celebrated our 5 year anniversary at the September Morning Sports Report
- Created 5 year "badge"

### RACEDAY SCHEDULE

 <b>SWIM</b> 7:00 AM - 9:20 AM <small>opens start - race off time</small> AVERAGE FINISH 1 hour 15 minutes <b>Lake Monona</b> <small>(Monona Terrace)</small>	 <b>BIKE</b> 8:00 AM - 5:30 PM <small>opens start - race off time</small> AVERAGE FINISH 6 hour 30 minutes <b>Greater Madison Area</b> <small>(start &amp; finish at Monona Terrace)</small>	 <b>RUN</b> 1:00 PM - Midnight <small>opens start - race off time</small> AVERAGE FINISH 4 hour 30 minutes <b>Downtown Madison</b> <small>(finish on Martin Luther King Blvd.)</small>
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Average Race day: 13 hours and 15 minutes

Average Finish Time: 8:15 PM

### GREAT SPOTS TO WATCH

<b>Monona Terrace</b>  <p>The waterfront is the place to be for the start of the swim.</p>	<b>State Street</b>  <p>An electric place to watch the run, and the perfect spot to grab a bite to eat.</p>
<b>Old Sauk Pass Road</b>  <p>The first of the big hills.</p>	<b>Camp Randall - exterior</b>  <p>The Wisconsin Badgers aren't the only ones to cheer on here.</p>
<b>Timber Lane</b>  <p>More hills!</p>	<b>Lakeshore Path</b>  <p>A peaceful and scenic spot on the marathon course.</p>
<b>Midtown</b>  <p>Even more hills!</p>	<b>Finish Line - Martin Luther King Blvd.</b>  <p>The best place of all!</p>
<b>Verona Loop Festival - Verona Road</b>  <p>Festival fun right in the middle of the bike course.</p>	<b>Volunteer!</b>    <p>The perfect way to get up close and personal with the athletes.</p>



## MASC PR HIGHLIGHTS

WISCONSIN STATE  JOURNAL



ISTHMIUS

**ci THE CAP TIMES**  
 ——— Madison, Wisconsin ———

Garnered media coverage in these publications



Supported key events through Public Relations efforts

# APPENDIX

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## 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	\$28712
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
<b>17 Definite Contracts</b>			<b>12,619</b>	<b>50,475</b>	<b>\$10,554,447</b>	<b>\$501,458</b>

## 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	405	8,000	\$734,330	\$10,455
	<b>5 Definite Contracts</b>		<b>9,343</b>	<b>45,200</b>	<b>\$6,015,661</b>	<b>\$115,528</b>

## 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
American Society of Pharmacognosy University & College Designers Association	7/13/2019 10/10/2018	1,414 718	600 350	\$684,817 \$350,710	\$34,967 \$20,840
Pharmacy Society of Wisconsin	4/6/2017	95	250	\$60,758	\$10,180
<b>4 Pending Contracts</b>		<b>4,017</b>	<b>2,200</b>	<b>\$2,039,022</b>	<b>\$134,166</b>

## 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
<b>30 Meetings</b>		<b>20,959</b>	<b>75,190</b>	<b>\$13,948,660</b>	<b>\$525,771</b>