

Tourism Industry Update



MADISON AREA
SPORTS
COMMISSION™

May 16, 2017

WHO WE ARE & WHAT WE DO

The Greater Madison Convention & Visitors Bureau and Madison Area Sports Commission are dedicated to creating economic impact through tourism by:

- Attracting new conventions, sporting events and competitions to the community
- Providing service and support to existing and repeat events
- Providing comprehensive information to visitors to the area and prospective visitors
- Advocating in support of policy and development that further supports and sustains the tourism economy.

In addition, MASC is committed to giving back to our communities by supporting youth sports engagement through the MASC Youth Grant program

WHO WE ARE & WHAT WE DO

Attract new conventions, sporting events and competitions to the community

- Target markets strategically aligned with what Madison is known for: Environment, Education, Agriculture, Associations, Science, Sports
- Solicit international, national, regional events that “fit”
- Primary convention sales team for Monona Terrace Community & Convention Center and the Alliant Energy Center

BRING YOUR MEETING HOME

Bring Your Meeting Home



BRING YOUR MEETING HOME (BYMH)



2016 RESULTS

Tourism is BIG business in Dane County

\$1.2 BILLION in direct spending in 2016

\$156 MILLION in state and local taxes

Over 21,600 jobs

DESTINATION VISIONING UPDATE

Objectives:

- What is it that the GMCVB and community stakeholders would like to accomplish together in the coming decade and beyond?
- What, then, are the key actions for the GMCVB and its partners to ensure the continued success of the visitor economy?

DESTINATION VISION

Greater Madison will be recognized as one of the world's most vibrant and innovative places to live, work and visit.

DESTINATION STRATEGIES

1 Streets, Neighborhoods and Regions

- Ensure the streets, neighborhoods and regions around the city are a core part of the greater Madison experience.

2 Destination Development

- Initiate a destination development strategy to support existing attractions and create new and original tourism concepts and experiences.

3 Event Mix

- Ensure a mix of demand generating events throughout the year that are supported by the community.

DESTINATION STRATEGIES

4 Product Development

- Advocate and support priority infrastructure projects to enable Greater Madison to achieve its optimal potential as a place to live, learn, work, play and visit.

5 Destination Branding

- Deliver a brand experience for Greater Madison that is authentic and unique.

6 Organization Viability

- Secure long-term, dedicated, sustainable resources for greater Madison to compete.

LARGE GROUPS IN 2017: GMCVB

Wisconsin Music Educators Association: **Wisconsin State Music Conference 2017**

- 5,000 attendees
- Monona Terrace Community and Convention Center
- Direct Spending: \$1,274,000

Wisconsin Cheese Makers Industry Conference: **2017 Wisconsin Cheese Industry Conference**

- 1,700 attendees
- Alliant Energy Center of Dane County
- Direct Spending: \$635,060

US Academic Decathlon: **2017 National Competition**

- 605 attendees
- Monona Terrace Community and Convention Center
- Direct Spending: \$461,840

Skills USA Leadership & Skills Conference:

- 1,500 attendees
- Alliant Energy Center of Dane County
- Direct Spending: \$505,071

Environmental Design Research Association: **2017 EDRA Annual Conference**

- 500 attendees
- Monona Terrace Community and Convention Center

American Society for Virology: **36th Annual Meeting (2017)**

- 1,700 attendees
- Monona Terrace Community and Convention Center
- Direct Spending: \$1,706,800

American Dairy Goat Association: **2017 ADGA National Show**

- 500 attendees
- Alliant Energy Center of Dane County
- Direct Spending: \$365,331

LARGE GROUPS 2017 MASC

Wisconsin Youth State Bowling: 2017 State Championships

- 4,500 attendees
- Village Lanes & Dream Lanes
- Direct Spending: \$3,071,300

North American Chinese Basketball: 2017 NCAB Tournament

- 1,200 attendees
- UW NAT & Madison College
- Direct Spending: \$308,650

United States Trampoline & Tumbling Association: 2017 National Championships

- 3,000 attendees
- Alliant Energy Center of Dane County
- Direct Spending: \$1,189,718

IRONMAN Wisconsin 70.3 * NEW HALF IRONMAN IN ADDITION TO OUR IRONMAN WISCONSIN

- 5,000 Attendees
- Alliant Energy Center
- Direct Spending \$ \$2,006,405

Reebok CrossFit Nationals: 2017 Reebok CrossFit Games

- 35,000 attendees
- AEC and several additional facilities
- Direct Spending: \$7,179,367

THANK YOU

For more information contact:

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GMCVB and MASC

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APPENDIX

BRING YOUR MEETING HOME EVENTS:

- 2016 AUDL Championships
- 2016 WFTDA International Playoffs & Annual Meeting
- Gymfinity Children's Activity Center
- World Triathlon Corporation
- National High School Dance Festival
- Wisconsin State Youth Bowling Association
- US Chess Federation
- USA Yoga
- Wisconsin Housing and Economic Development Authority
- American Dairy Goat Association
- All-American Junior Sheep Show
- Toppers Pizza, Inc. World Headquarters
- American Public Works Association
- Environmental Design Research Association
- International Performing Arts for Youth
- Wisconsin Association of School Councils
- Support Organization for Trisomy 18, 13 & Related Disorders
- Embroiderers' Guild of America
- 2017 Dairy Aire Gymnastics Invitational
- 2017 IRONMAN 70.3 Wisconsin
- 2017 Regional High School Dance Festival
- 2017 Youth State Bowling Championship
- 2018 US Open
- 2018 USA Yoga National Championship
- 2016, 2017 Multi-Family Housing Conference
- 2017 ADGA National Show
- 2017 All-American Junior Sheep Show
- 2017 Annual Convention
- 2017 APWA WI Spring Conference
- 2017 EDRA Annual Conference
- 2017 IPAY Showcase and Conference
- 2017 SHS State Conference & 2017 SOFT Conference
- 2018 Great Lakes Region Semin

BRING YOUR MEETING HOME EVENTS

- American Hemerocallis Society
- American Society of Pharmacognosy
- World Association for the Advancement of Veterinary Parasitology
- Brown Swiss Cattle Breeders of the USA
- ASLO (formerly Association for the Sciences of Limnology and Oceanography)
- Wisconsin Perfusion Society
- Wisconsin IceCube Particle Astrophysics Center
- American Society for Virology
- Wisconsin Alzheimer's Institute
- Wisconsin State Button Society
- AIA Wisconsin
- Broadjam, Inc.
- National Council on Crime & Delinquency
- Adaptive Sports USA
- Working Western Horse Celebration
- Regional Dance America
- Society for the Advancement of Scandinavian Study
- LeMans Corporation
- Trek CXC
- Wisconsin Future Business Leaders of America FBLAWisconsin
- Wisconsin Music Educators Association
- 2019 AHS National Convention
2019 Annual Meeting
- 2019 WAAVP International Conference
2020 Brown Swiss World Congress
- 2020 Summer Meeting
24th Annual Spring Meeting
36th International Cosmic Ray Conference
41st Annual Meeting (2022)
Annual CME Conference 2016
Annual Convention 2018
Annual Convention 2018, 2019
Between the Waves Madison Music Festival & Conference
June 2016 Board of Directors Meeting
Junior Nationals 2016
North Central WWHC 2016, 2017, 2018
RDA MidStates Festival 2018
- SASS Annual Conference 2019
Showcase 2017
Trek CXC Cup 2016
- FBLA Fall Leadership Conference 2015
Wisconsin State Music Conference 2023