



Performance Report

Monona Terrace Community & Convention Center Board

October 17, 2019

destination
madison

Leadership

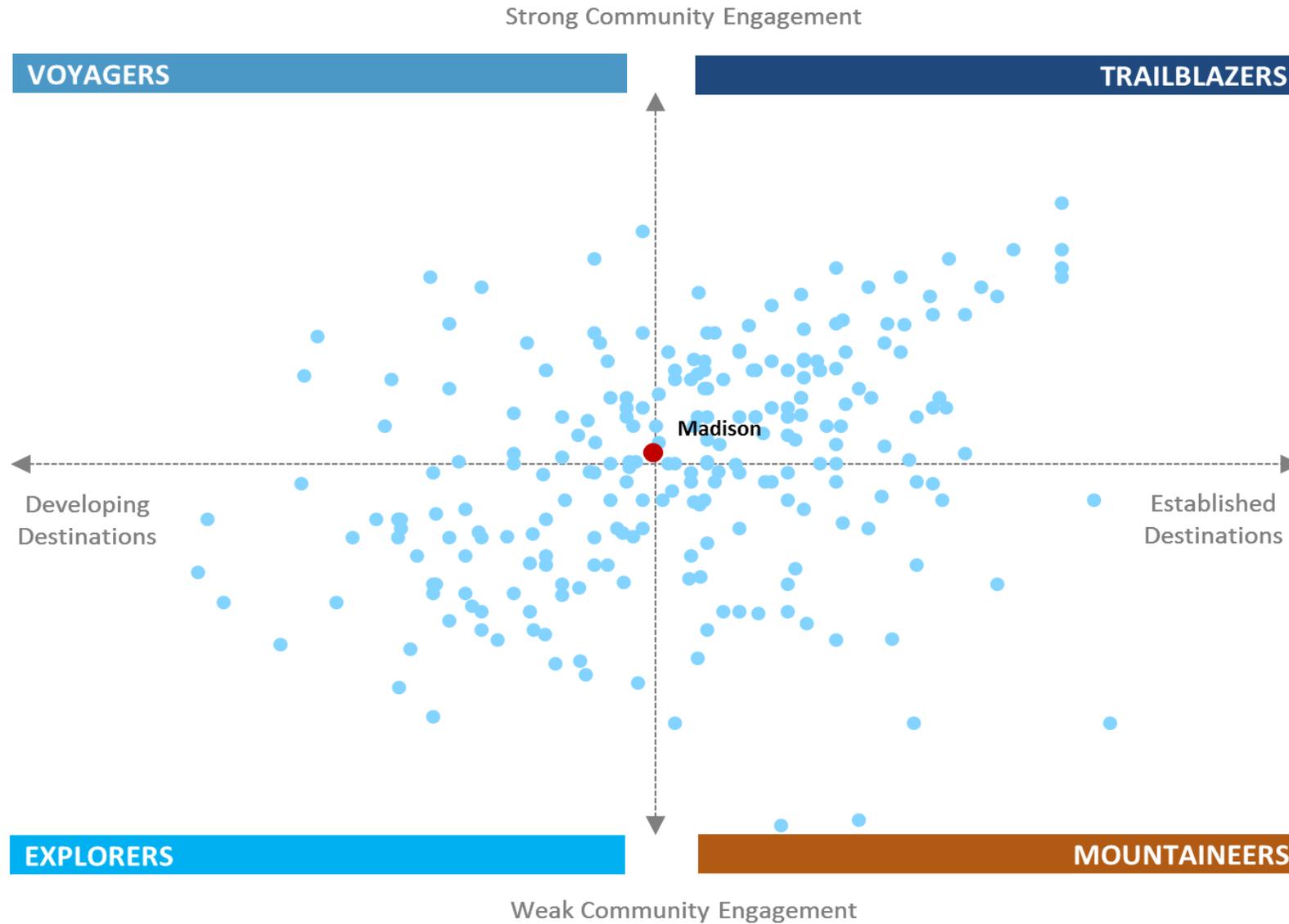
Diane

Leadership Focus

Strategic Planning

- Destination Visioning Pillars: 2017-2019
- Strategic Plan and Pillars: 2020 – 2022
- Timeline and Next Steps

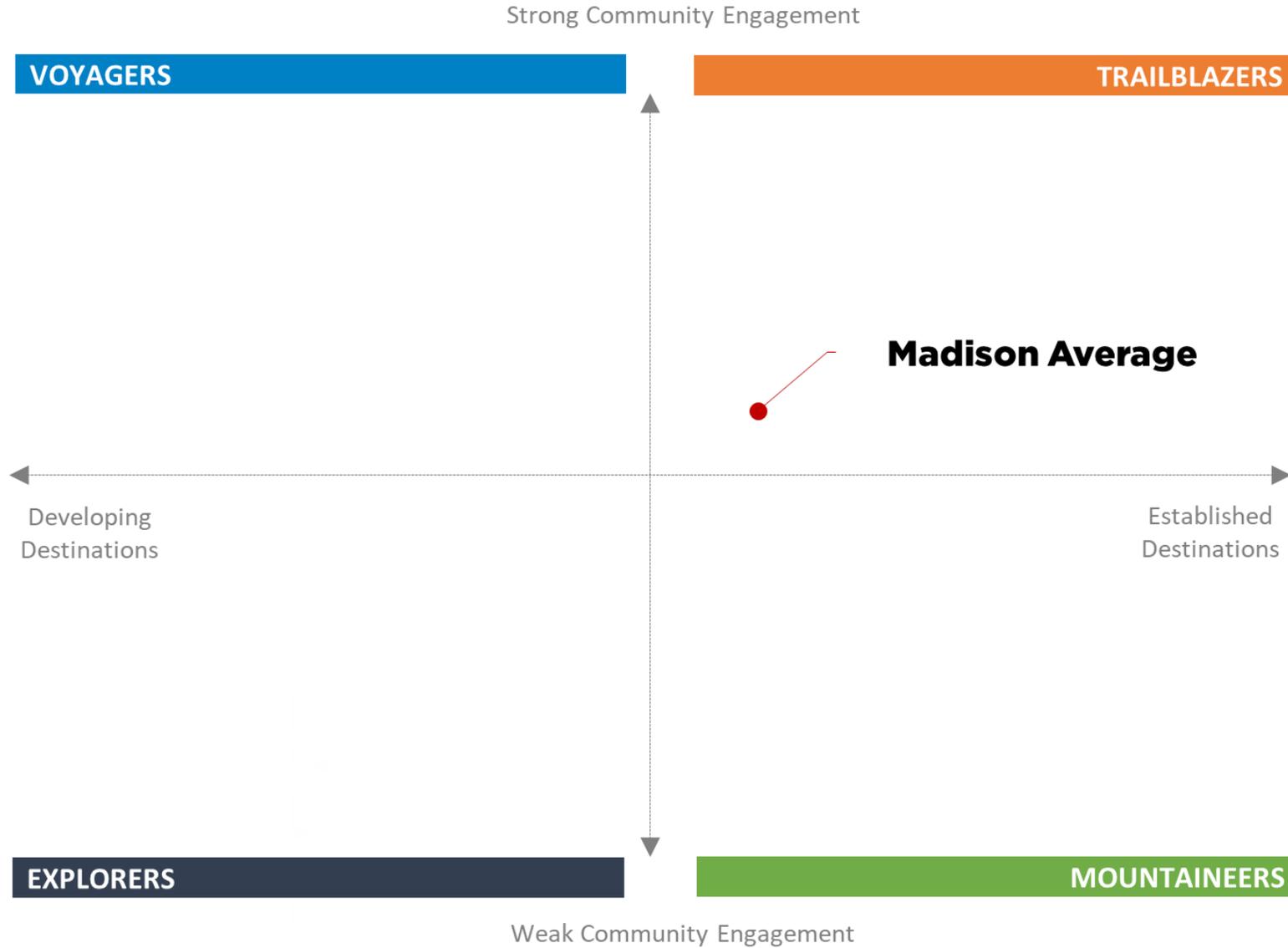
Madison, WI Overall Assessment - 2016



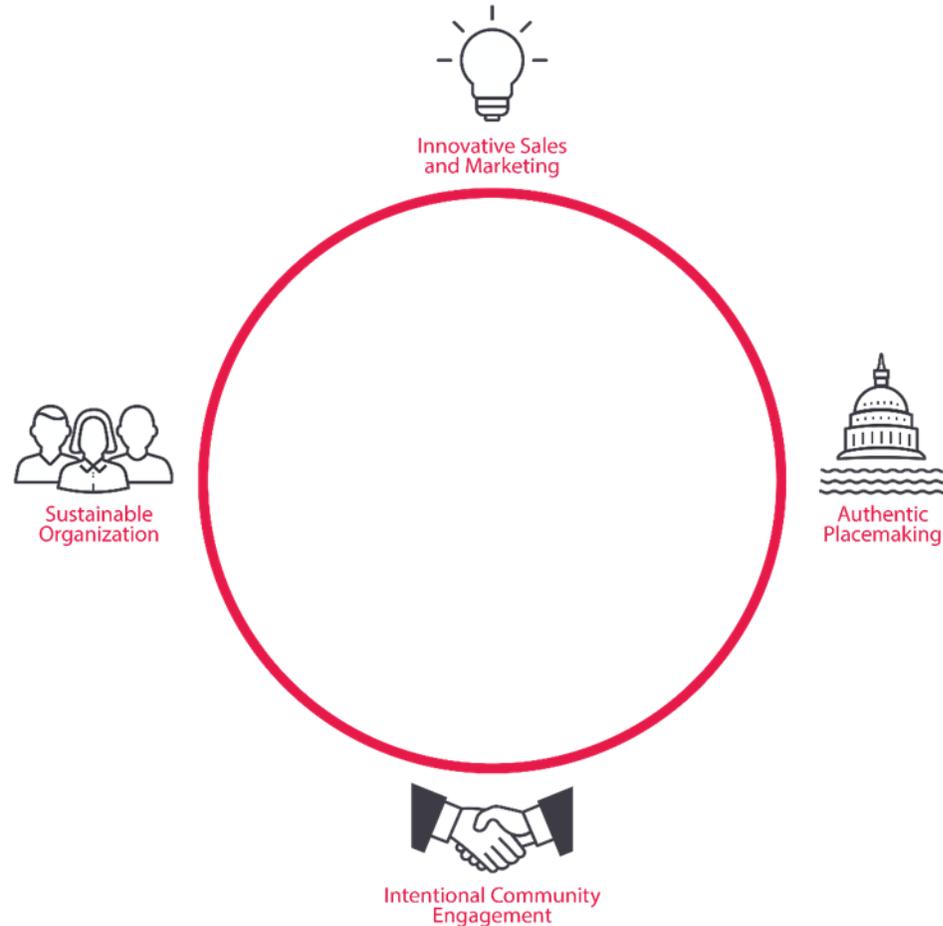
Destination Visioning Pillars 2017-2019



Madison, WI Overall Assessment – 2019



Strategic Plan 2020 – 2022 Pillars



- 1. Innovative Sales and Marketing**
- 2. Authentic Placemaking**
- 3. Intentional Community Engagement**
- 4. Sustainable Organization**

Timeline and Next Steps

Now to
October
30, 2019

- Business Plan developed
- Budgets created

November
15, 2019

- Board Reviews Strategic Plan
- Approves!

December
18, 2019

- Board Reviews Business Plan & Budget
- Approves!

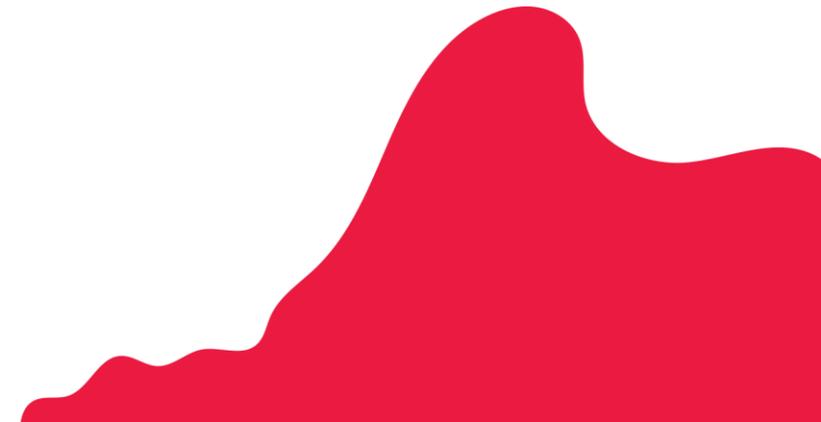
What We Are Talking About

Product Development

- Alliant Energy Center Master Planning Implementation
- Destination District Support
- Judge Doyle Square
- Bus Rapid Transit
- Nolen Waterfront / Law Park Planning

Destination Development

- Experience Program Expansion
- Workforce Development & Training
- Diversity, Equity and Inclusion



What's Next

On Our Radar

- DNC 2020: Opportunities for Region – continue to monitor status and align resources
- Industry Trends
 - Short Term Rental and OTA Impacts on Event Room Blocks
 - Hotel Room Inventory Growth and Impact on Occupancy and Average Daily Rate



Hotel Performance Jan-Dec 2018

<u>Madison, WI</u>	Actual	% Change	<u>Downtown Madison</u>	Actual	% Change
Occupancy	61.1%	0.20%	Occupancy	71.6%	3.40%
ADR	\$119.71	1.10%	ADR	\$168.88	1.20%
RevPAR	\$76.68	1.40%	RevPAR	\$120.85	4.60%

Of Ten STR Comparison Cities (in Madison Comp Set)

- 7 posting occupancy declines
- 7 posting RevPAR declines

Source: STR, Inc. Republication or other re-use of this data, without the express written permission of STR is strictly prohibited.

Madison and Submarkets

Hotel Performance Overview, Jan-July 2019

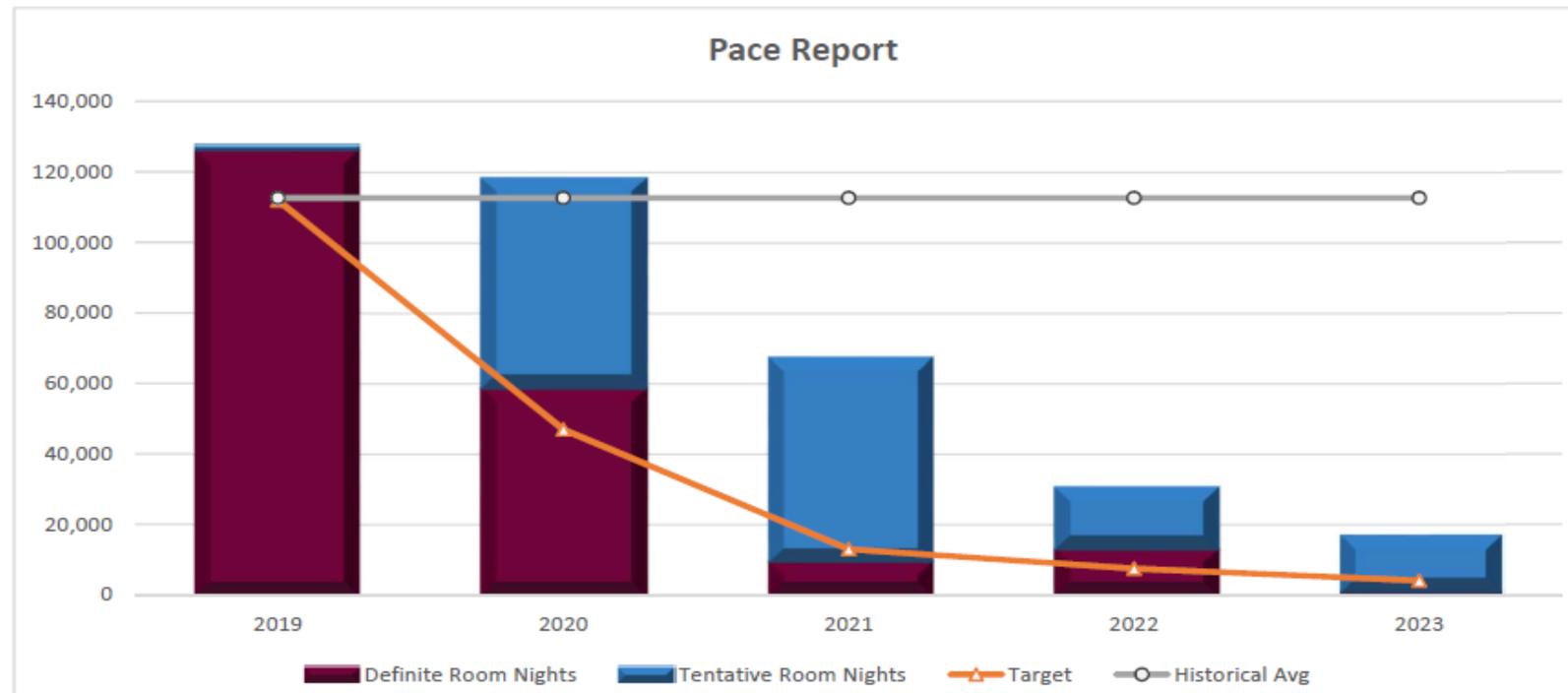
	Percent Change from 2018				
	OCC	ADR	RevPAR	Room Avail	Room Sold
Madison, WI	-3.1	3.2	-0.1	5.1	1.8
Downtown Madison	-4.4	6.1	1.4	-0.2	-4.6
Madison Overflow/Citywide	-8.2	5.4	-3.3	0.0	-8.2
Madison except DT & Overflow	-1.4	3.8	2.4	6.9	5.4

Sales

Destination Madison &
Madison Area Sports Commission

Report: Simple Pace

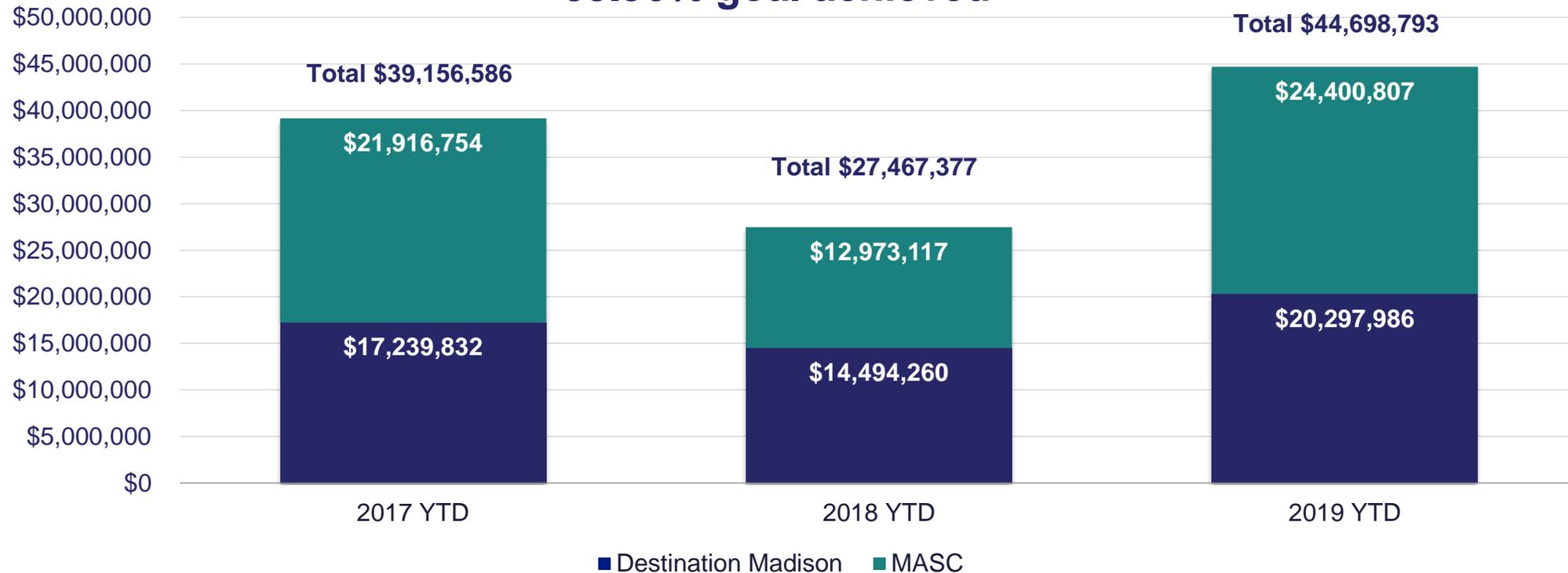
Annual Pace	2019	2020	2021	2022	2023	Total
Consumption (Definite Room Nights)						
Definite Room Nights	126,175	58,967	9,627	13,248	1,185	209,202
Target	111,886	46,878	12,902	7,417	4,008	183,091
Variance	14,289	12,089	-3,275	5,831	-2,823	26,111
Historical Avg	112,586	112,586	112,586	112,586	112,586	562,930
Events	138	63	15	10	4	230
Pace Percentage	112.77%	125.79%	74.61%	178.63%	29.57%	114%
Demand						
Total RNs	209,730	164,082	95,687	51,103	34,077	554,679
Target	222,397	195,794	113,949	74,414	48,517	655,071
Variance	-12,667	-31,712	-18,262	-23,311	-14,440	-100,392
Historical Avg	222,628	222,628	222,628	222,628	222,628	1,113,140
Conversion Percentage	60.47%	56.35%	25.59%	39.50%	6.51%	51.96%
Historical Avg	51	51	51	51	51	51
Tentative Room Nights	1,085	59,445	58,067	17,565	15,887	152,049



Q3 2019 DM & MASC

Direct Spending Future Events

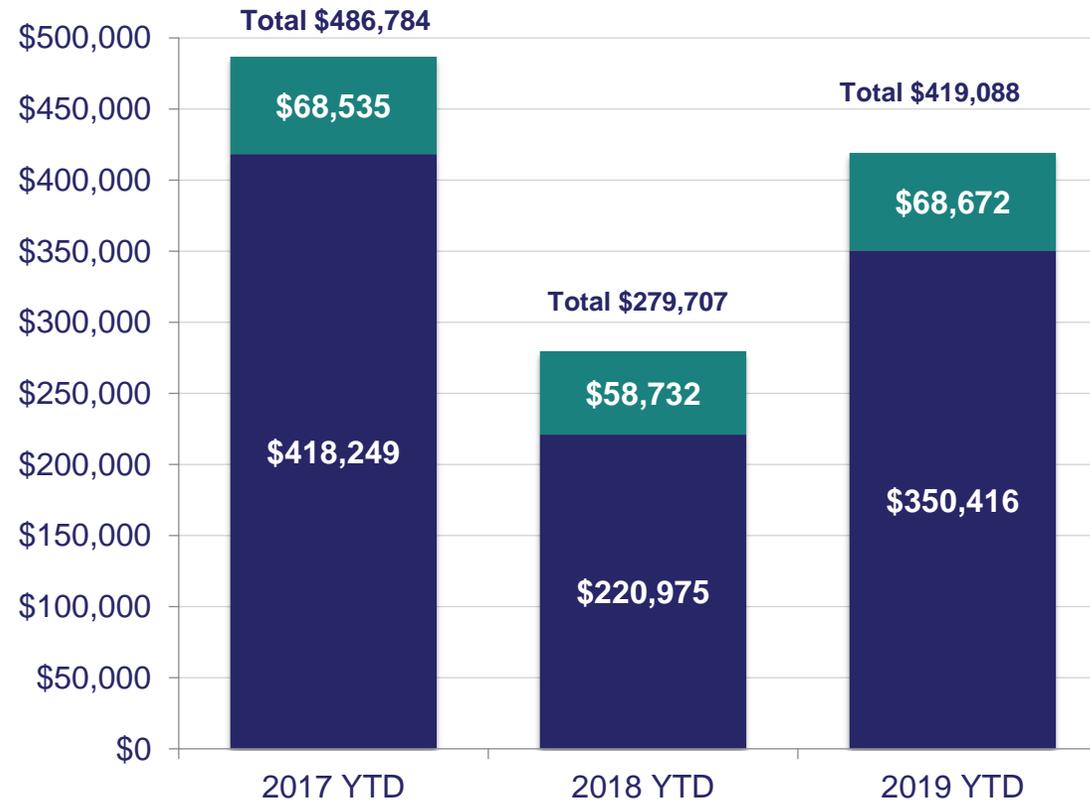
2019 Goal = \$52,000,000
85.96% goal achieved



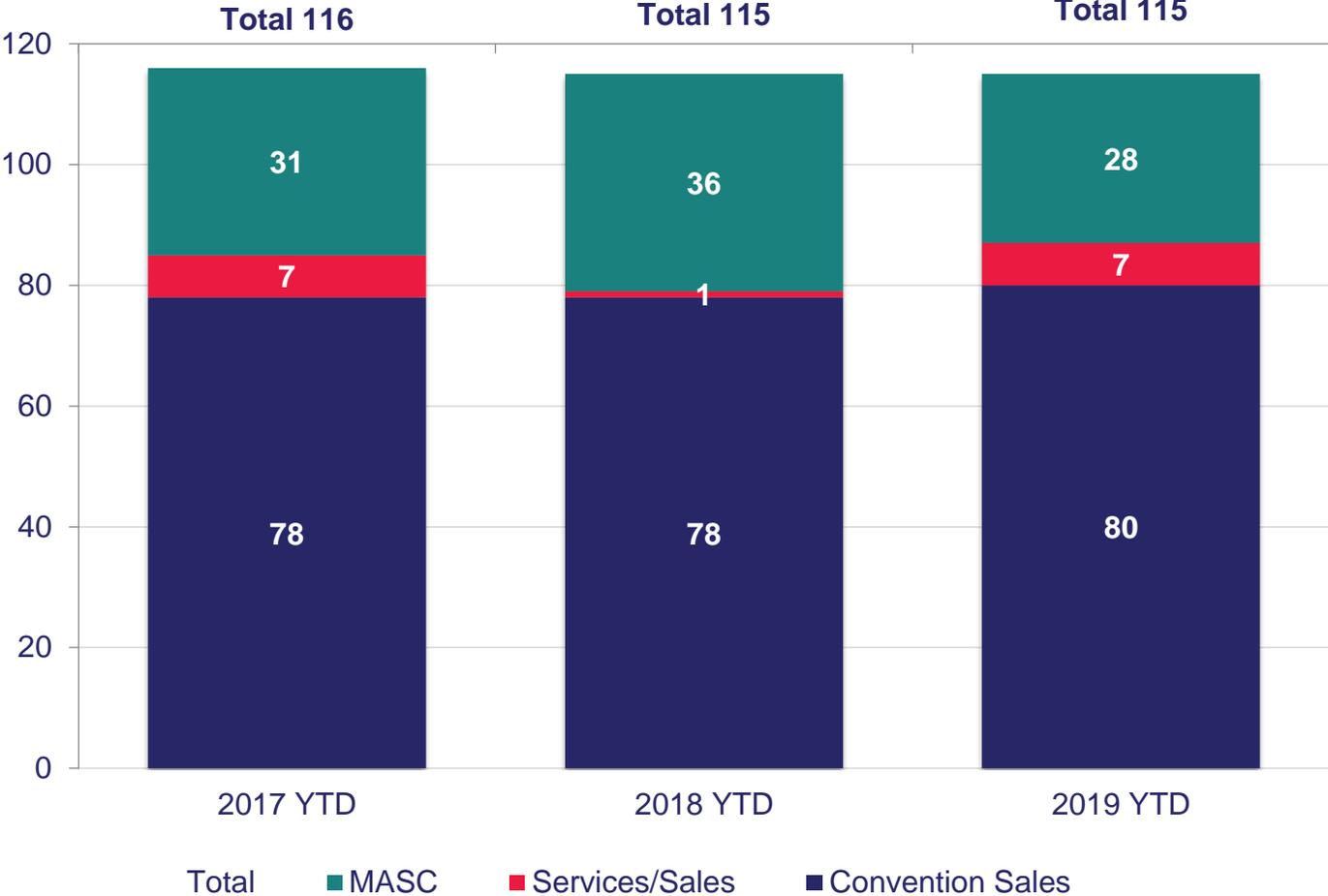
DM & MASC Contract Revenue

Monona Terrace Contract Revenue
2019 Goal: \$705,000 50.45% goal achieved

■ Destination Madison ■ MASC



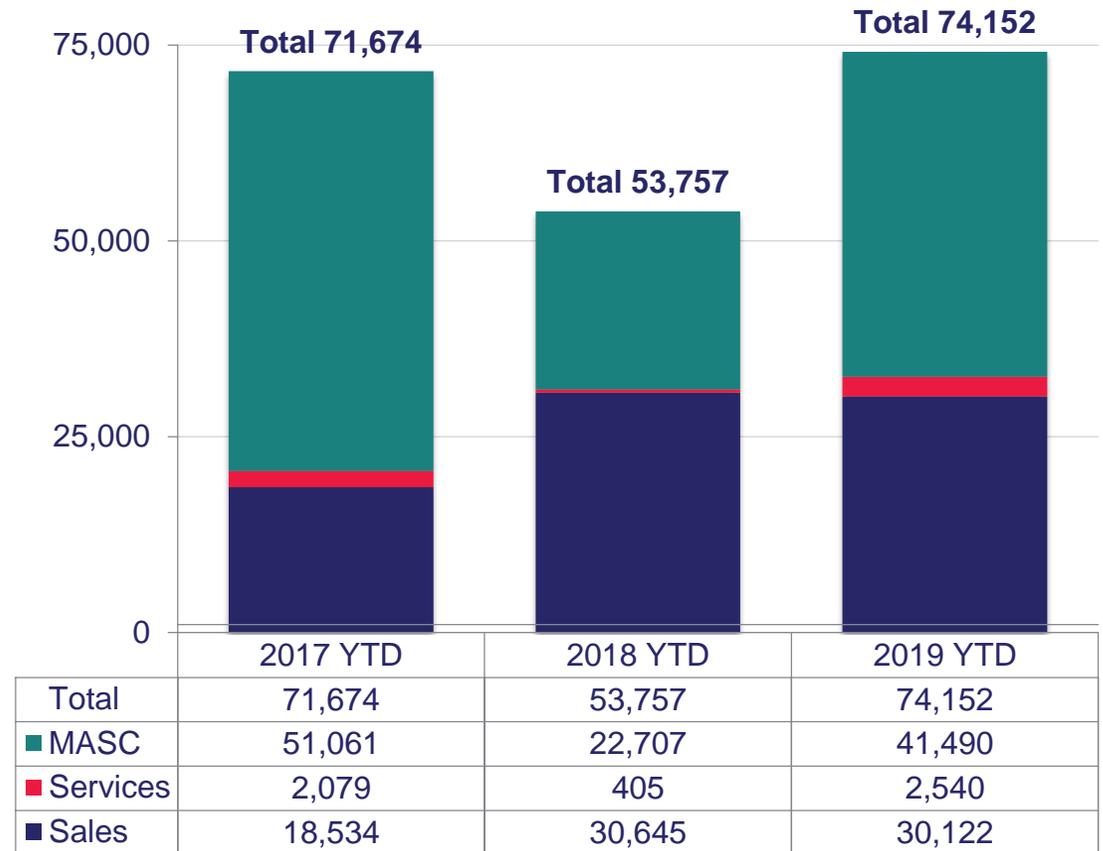
All DM & MASC Confirmed Events



2019 Total Contracted Room Nights for DM & MASC

- This chart reflects room nights contracted for all DM and MASC confirmed events.
- DM and MASC reports room night sales for organization-related sales only.
- This report does not reflect room nights for groups DM and MASC service.

2019 Goal = 104,750
70.79% goal achieved



What's Next

Trade Show and Market Segment Activities

September

- Destinations Celebrations Event, Indianapolis
- IMEX, Las Vegas

October

- Connect Medical-Tech, Dallas

November

- Nursing Organizations Alliance Fall Summit, Cleveland

December

- Connect DC, Washington DC
- Association Forum Holiday Showcase, Chicago

What's Next

Sales Strategies and Tactics

- HelmsBriscoe FAM
 - Host PCMA Knowledge Exchange and FAM Trip
 - Launch customer experience journey mapping
 - Further leverage intellectual capital in key vertical segments
 - Roll out Bring Your Meeting Home Campus Connection
- 
- A large, abstract, red shape is located in the bottom right corner of the slide, resembling a stylized wave or a splash of paint.

Marketing

Convention Sales Marketing

One City. One Contract.

- Campaign to promote the sales program: One City. One Contract.
- Marketing tactics include video, digital, retargeting, advertorials and social media



Sports Marketing

CrossFit Games

- Campaign to promote and welcome the 2019 CrossFit Games (July 30-Aug 2)
- Marketing campaign included outdoor, print, digital and social
- Welcome campaign included sidewalk chalk installations, special menus, and signage
- New this year: Adopt-a-Country Program



PR & Communications

PR & Communications

Q3 Metrics:

- Media Mentions: 1,146
- Reach: 10.2M
- Media Value: \$2,242,600

Year-to-Date Metrics:

- Media Mentions: 4,603
- Reach: 26.0M
- Media Value: \$6,073,000

Highlights:

- Deskside visits with AAA
- Hosted writers from *Thrillist* and *Garden Destinations*
- TBEX Conference (Travel Bloggers)
- IRONMAN and CrossFit Games media coverage



Appendix

Destination Madison Definite Contracts for Monona Terrace

New or Non-Annual	Account Name	Lead Name	Preferred Arrival	Total Rooms	Attend	Direct Spending	Contract Revenue
	LeMans Corporation	Parts Unlimited & Drag Specialties Expo	8/17/2022	1,303	1,000	\$887,275	\$45,875
Non-Annual	Solution Tree	2020 PLC Institute	10/20/2020	895	1,500	\$794,543	\$44,650
	LeMans Corporation	Parts Unlimited & Drag Specialties Expo	8/25/2021	1,303	1,000	\$876,092	\$43,692
Non-Annual	MBLGTACC	2021 Midwest BLGTA College Conference	2/12/2021	910	2,000	\$473,705	\$42,264
	LeMans Corporation	Parts Unlimited & Drag Specialties Expo	8/26/2020	1,303	1,000	\$865,142	\$41,607
	Wisconsin Music Educators Assoc	Wisconsin State Music Conference 2026	10/28/2026	500	7,000	\$1,180,483	\$39,532
New	Cognitive Development Society	12th Biennial Conference-2021	10/20/2021	825	900	\$573,210	\$30,321
	Mary Kay Inc	Career Conference 2022	3/18/2022	206	1,500	\$371,643	\$22,596
	Mary Kay Inc	Career Conference 2021	3/19/2021	206	1,500	\$365,120	\$21,521
	WI Housing and Economic Dev Authority	2020 WHEDA Conference	9/22/2020	140	1,000	\$135,381	\$12,425
	Symp on Rsrch Child Language Disorders	41st Annual Conference - 2020	5/28/2020	660	300	\$190,239	\$5,933
Destination Madison MT contracts definite Q3 2019 = 11				8,251	18,700	\$6,712,833	\$350,416

MASC

Definite Contracts for Monona Terrace

New or Non-Annual	Account Name	Lead Name	Event Start Date	Total Rooms	Attend	Direct Spending	Contract Revenue
	CrossFit, Inc.	CrossFit Events	7/25/2019	21,561	35,000	\$10,275,816	\$11,765
	World Triathlon Corporation	IRONMAN Wisconsin 2020	9/8/2020	4,923	14,800	\$2,804,184	\$31,577
	Madison Festivals Inc	2019 Run Madtown	5/24/2019	1,104	4,500	\$406,074	\$4,845
	Gymfinity Children's Activity Center	Dairy Aire Gymnastics Invitational	2/21/2020	200	4,000	\$153,755	\$20,485
MASC Monona Terrace contracts definite through Q3 2019 = 4				27,788	58,300	\$13,639,829	\$68,672

Destination Madison Pending Contracts for Monona Terrace

Pending Contracts

New or Non-Annual	Account Name	Lead Name	Event Start Date	Total Rooms	Attend	Direct Spending	Contract Revenue
New	National Assoc of Extension 4-H Agents	Annual Conference 2022	11/4/2022	2,385	1,000	\$942,656	\$55,615
	AIA Wisconsin	2022 Convention & Expo	4/26/22	75	2,000	\$325,000	\$29,403
Non-Annual	Solution Tree	2021 PLC Institute	7/20/21	895	1,500	\$754,948	\$46,891
				3,355	4,500	\$2,022,604	\$131,909

Monona Terrace – DM & MASC

Confirmed Events occurring 2019-2025

Account Name	Event Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Revenue
L & L Exhibition Management	2019 Madison Home Expo	1/10/2019	100	9,200	\$805,803	\$42,452
Wisconsin School Counselor Association	Annual Conference 2019	2/4/2019	895	1,100	\$549,304	\$24,664
L & L Exhibition Management	Madison Build, Remodel & Landscape	2/6/2019	125	8,000	\$715,679	\$30,762
Gymfinity Children's Activity Center	2019 Dairy Aire Gymnastics Invitational	2/22/2019	140	1,200	\$146,799	\$19,507
Wisconsin Society of Science Teachers	WSST 2019 Conference	3/6/2019	335	500	\$212,249	\$15,474
Mary Kay Inc	Career Conference 2019	3/20/2019	190	2,000	\$406,778	\$21,521
Wisconsin Medical Society	2019 Annual Convention	4/4/2019	175	300	\$112,068	\$13,394
Pharmacy Society of Wisconsin	2019 Educational Conference	4/8/2019	95	250	\$71,532	\$12,193
Wisconsin Nurses Association	Annual Pharmacology & Clinical Update	4/10/2019	590	520	\$268,926	\$22,464
EcoAdapt	4th National Adaptation Forum	4/22/2019	1,435	1,100	\$719,321	\$51,818
Badger Bay Management Company	2019 Doctor Day Room Block	4/30/2019	40	475	\$29,286	
Soc for the Advncmnt of Scandinavian Study	SASS Annual Conference 2019	5/1/2019	660	275	\$233,087	\$14,528
AIA Wisconsin	Annual Convention 2019	5/7/2019	110	2,000	\$331,798	\$28,712
Central States Water Environment Assoc	Annual Meeting 2019	5/13/2019	356	400	\$202,226	\$13,591

Monona Terrace – DM & MASC

Confirmed Events occurring 2019-2025

Account Name	Event Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Revenue
Madison Festivals Inc	2019 Run Madtown	5/24/2019	1,104	4,500	\$406,074	\$4,845
Symp on Rsrch in Child Language Disorders	40th Annual Conference - 2019	6/5/2019	730	300	\$196,661	\$5,933
Toppers Pizza, Inc. World Headquarters	2019 Annual Convention	6/16/2019	398	400	\$194,786	\$8,555
United States Dragon and Lion Dance Fed	Dragon & Lion Dance Championships	6/28/2019	84	450	\$218,919	\$10,215
World Assoc Advance Veterinary Parasitology	2019 WAAVP International Conference	7/5/2019	1,952	700	\$783,911	\$45,041
American Society of Pharmacognosy	2019 Annual Meeting	7/12/2019	1,414	600	\$698,026	\$37,167
CrossFit, Inc.	Health Conference / Foundation Mtg	7/29/2019				\$11,765
LeMans Corporation	Parts Unlimited & Drag Specialties Expo	8/21/2019	610	1,000	\$856,300	\$41,361
World Triathlon Corporation	IRONMAN Wisconsin 2019	9/3/2019	5,456	14,800	\$2,902,053	\$31,520
International Society for Cellular Therapy	ISCT Regional Conference 2019	9/10/2019	803	750	\$375,944	\$34,450
WI Section of Amer Water Works Assoc	Annual Meeting & Water Utility Expo	9/10/2019	425	500	\$391,269	\$20,295
WI Housing and Economic Dev Authority	2019 WHEDA Conference	9/24/2019	195	1,000	\$148,783	\$12,395
Wisconsin Music Educators Association	Wisconsin State Music Conference 2019	10/22/2019	481	5,000	\$890,158	\$34,016
Madison Festivals Inc	2019 Madison Marathon Expo	11/8/2019	339	8,000	\$494,398	\$2,550

Monona Terrace – DM & MASC

Confirmed Events occurring 2019-2025

Account Name	Event Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Revenue
Sigma Xi, Scientific Research Honor Soc	2019 Annual Meeting	11/11/2019	650	600	\$540,132	\$36,243
Solution Tree	RTI At Work	12/2/2019	477	600	\$338,623	\$22,463
Wisconsin School Counselor Association	Annual Conference 2020	2/17/2020	895	1,100	\$560,517	\$25,900
Gymfinity Children's Activity Center	2020 Dairy Aire Gymnastics Invitational	2/21/2020	200	4,000	\$153,755	\$20,485
Wisconsin Department of Tourism	Governor's Conference on Tourism 2020	3/15/2020	1,227	1,000	\$494,399	\$40,933
Mary Kay Inc	Career Conference 2020	3/25/2020	190	2,000	\$415,515	\$22,596
Pharmacy Society of Wisconsin	2020 Educational Conference	4/1/2020	470	400	\$163,433	\$12,193
Wisconsin Medical Society	2020 Annual Convention	4/16/2020	198	300	\$109,606	\$13,394
Wisconsin Nurses Association	Annual Pharmacology & Clinical Update	4/22/2020	590	520	\$274,618	\$23,590
AIA Wisconsin	Annual Convention 2020	4/28/2020	80	2,000	\$332,246	\$29,019
UW-Madison Facilities Planning & Mgmt	2020 Big 10 & Friends Utility Conf	5/16/2020	1,350	350	\$441,052	
Symp on Rsrch in Child Language Disorders	41st Annual Conference - 2020	5/27/2020	660	300	\$190,239	\$5,933
American Astronomical Society	236th Meeting of the AAS	5/28/2020	1,894	750	\$771,386	\$77,922
ASLO (Limnology and Oceanography)	2020 Summer Meeting	6/4/2020	2,230	900	\$1,132,507	\$83,206

Monona Terrace – DM & MASC

Confirmed Events occurring 2019-2025

Account Name	Event Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Revenue
Society for Freshwater Science	SFS 2020 Annual Meeting	6/4/2020	1,605	650	\$758,555	
International Short Break Association	Biennial Conference 2020	6/15/2020	770	400	\$324,554	\$23,154
Uniform Law Commission	2020 Annual Meeting	7/6/2020	1,785	500	\$649,882	\$45,892
American Society of Animal Science	2020 Annual Meeting	7/17/2020	2,565	1,300	\$992,364	\$57,096
LeMans Corporation	Parts Unlimited & Drag Specialties Expo	8/18/2020	1,303	1,000	\$865,142	\$41,607
World Triathlon Corporation	IRONMAN Wisconsin 2020	9/8/2020	4,923	14,800	\$2,804,184	\$31,577
WI Section of Amer Water Works Assoc	Annual Meeting & Water Utility Expo	9/15/2020	425	500	\$398,356	\$21,309
WI Housing and Economic Dev Authority	2020 WHEDA Conference	9/22/2020	140	1,000	\$135,381	\$12,425
Brown Swiss Cattle Breeders' Assoc USA	2020 Brown Swiss World Congress	9/29/2020	750	350	\$344,326	\$9,087
Solution Tree	2020 PLC Institute	10/19/2020	895	1,500	\$794,543	\$44,650
Wisconsin Music Educators Association	Wisconsin State Music Conference 2020	10/28/2020	481	7,000	\$1,095,534	\$35,718
Midwest BLGTA College Conference	2021 Midwest BLGTA College Conf	2/10/2021	910	2,000	\$473,705	\$42,264
National Association for Campus Activities	2021 Northern Plains Regional Conf	4/6/2021	910	900	\$580,997	\$43,780
AIA Wisconsin	Annual Convention 2021	5/4/2021	105	2,000	\$347,176	\$29,312

Monona Terrace – DM & MASC

Confirmed Events occurring 2019-2025

Account Name	Event Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Revenue
National Assoc Cnty Veterans Service Officers	NACVSO Training Conference 2021	6/3/2021	2,899	800	\$1,262,471	\$50,731
Kidz In Motion, Inc.	National Child Passenger Safety Conf	8/9/2021	1,140	350	\$423,267	
LeMans Corporation	Parts Unlimited & Drag Specialties Expo	8/17/2021	1,303	1,000	\$876,092	\$43,692
WI Section of Amer Water Works Assoc	Annual Meeting & Water Utility Expo 2021	9/20/2021	264	500	\$332,722	\$19,145
Wisconsin Music Educators Association	Wisconsin State Music Conference 2021	10/27/2021	481	7,000	\$1,120,811	\$37,504
International Society for Computational Biology	Intelligent Systems for Molecular Biology	7/8/2022	2,460	1,500	\$1,033,178	\$77,195
American Society for Virology	41st Annual Meeting (2022)	7/14/2022	4,705	1,700	\$1,640,612	\$78,095
LeMans Corporation	Parts Unlimited & Drag Specialties Expo	8/16/2022	1,303	1,000	\$887,275	\$45,875
WI Section of Amer Water Works Assoc	Annual Meeting & Water Utility Expo 2022	9/12/2022	264	500	\$337,377	\$20,102
Wisconsin Music Educators Association	Wisconsin State Music Conference 2022	10/26/2022	481	7,000	\$1,146,518	\$39,381
WI Section of Amer Water Works Assoc	Annual Meeting & Water Utility Expo 2023	9/11/2023	264	500	\$342,131	\$21,109
Wisconsin Music Educators Association	Wisconsin State Music Conference 2023	10/24/2023	396	7,000	\$1,176,144	\$38,939
Wisconsin Music Educators Association	Wisconsin State Music Conference 2024	10/22/2024	796	7,000	\$1,202,392	\$39,504
Wisconsin Music Educators Association	Wisconsin State Music Conference 2025	10/29/2025	392	7,000	\$1,196,444	\$39,504

Thank you