



PERFORMANCE REPORT

January-September 2015

YEAR TO DATE 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:

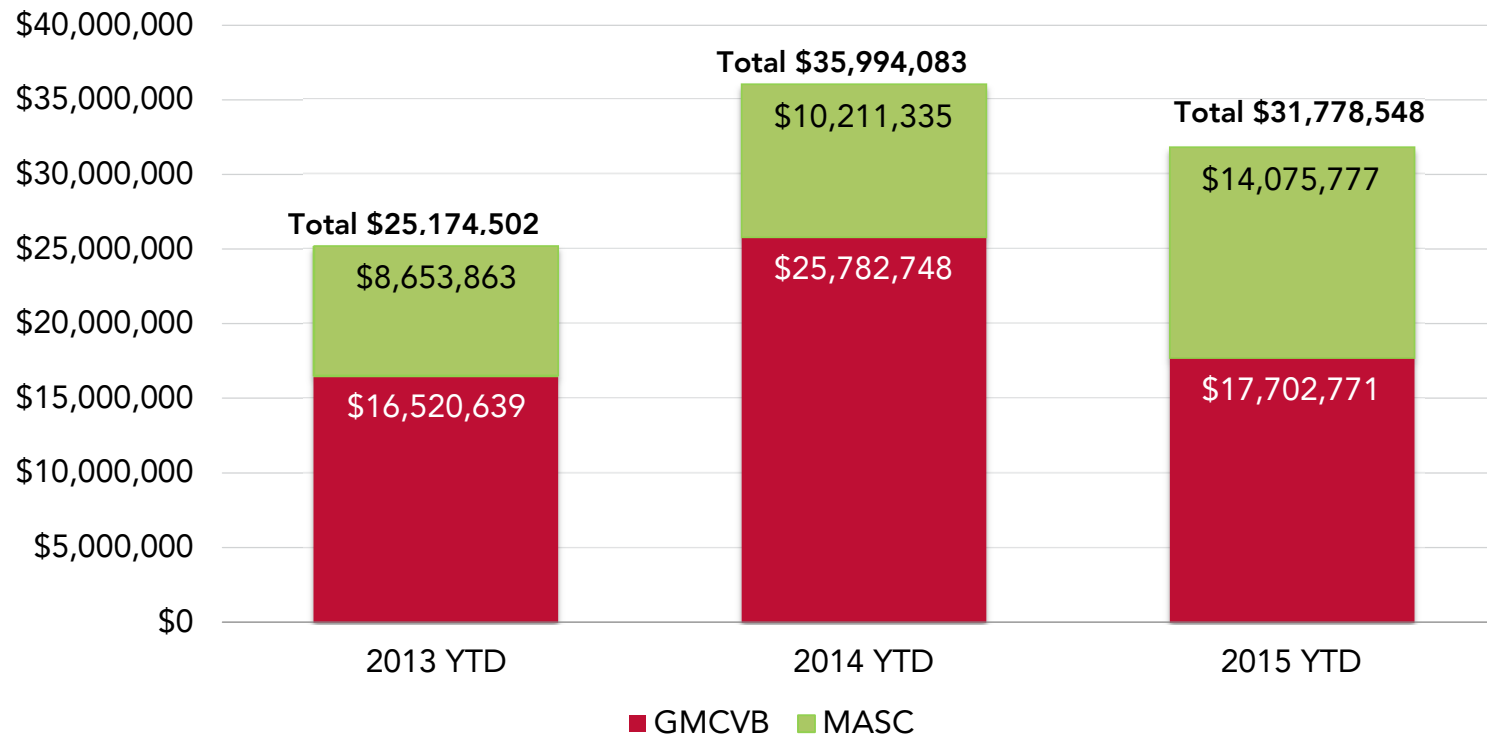
- Contracted for 111 future events that are expected to generate \$31.8 million in direct spending (economic impact) for our communities.
- Generated \$616,986 in contract revenue for Monona Terrace: 83% of annual goal

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

YEAR TO DATE GMCVB & MASC DIRECT SPENDING FOR FUTURE EVENTS



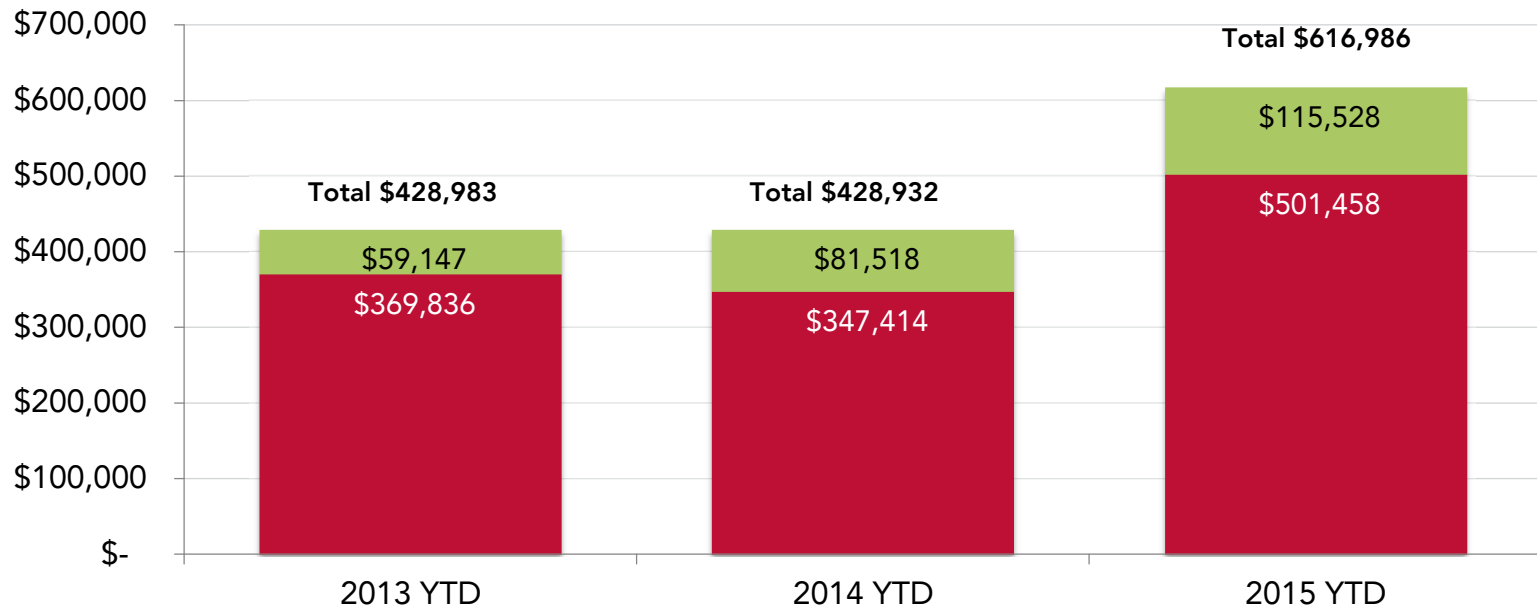
Direct spending is calculated using Destination Marketing Association's Economic Impact Calculator developed by Tourism Economics.

This reflects the economic impact that is anticipated from the conventions and events secured

YEAR TO DATE 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.

Q3 & Q4: 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. “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!”



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

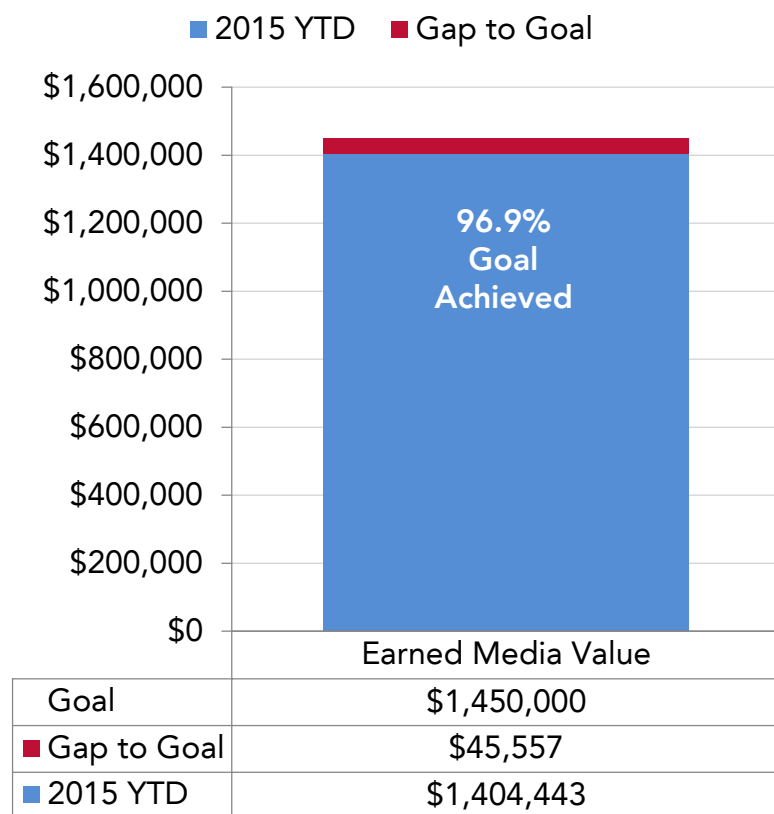
- \$943,737 direct spending
- 1,000 attendees
- 1,790 room nights

University & College Designers Association*

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

*contract pending

GMCVB PUBLIC RELATIONS EARNED MEDIA



CHICAGO

Last Chance Summer Road Trips



College Towns We'd Love to Visit

Forbes

Earned Media Value is a contract metric.



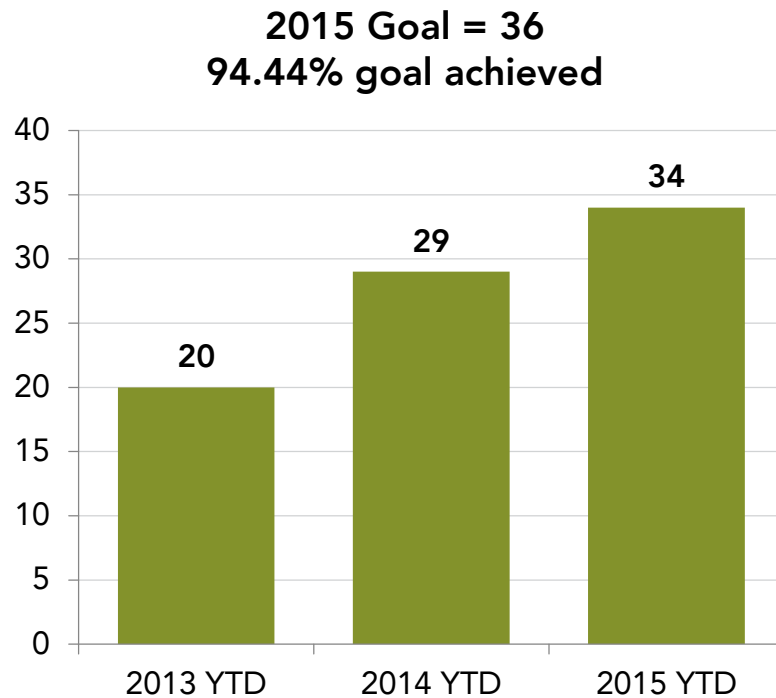
MADISON AREA SPORTS COMMISSION

January-September 2015

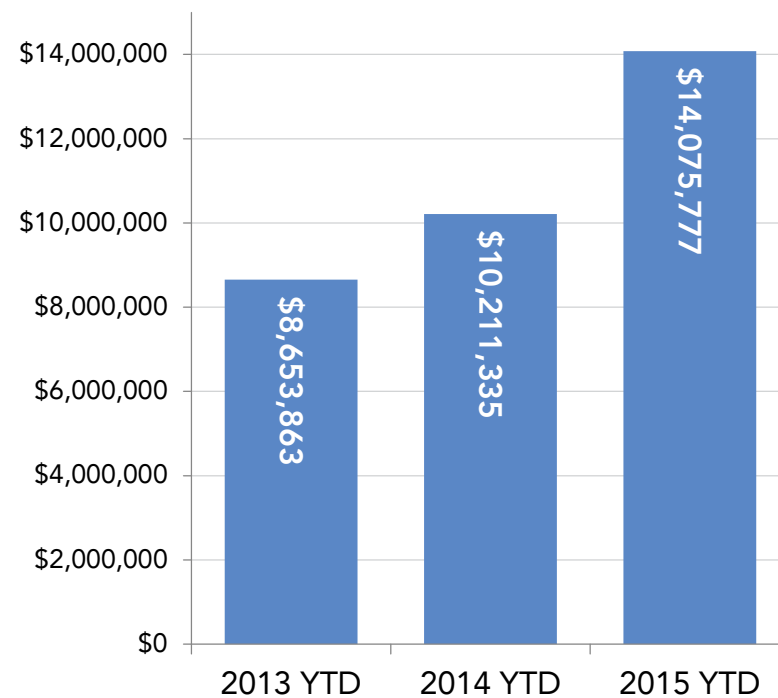


YEAR TO DATE: ALL SPORTS CONFIRMED EVENTS & DIRECT SPENDING

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 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

2016 SNAPSHOT:
\$34.8 million in Direct Spending
79 Conventions & Events

Highlights: Top Ten Conventions & Events for 2016

Account Name	Convention/Event	Attendees	Direct Spending	Venue
World Triathlon Corporation	IRONMAN Wisconsin 2016	30,000	\$4,244,405	Monona Terrace Bowling Centers
Wisconsin State Bowling Association	2016 Open State Bowling Tournament	7,000	\$3,907,192	Monona Terrace
Society of American Foresters	SAF 2016 National Convention	1,300	\$1,416,424	Alliant Energy Center
Wizard World, Inc.	Wizard World Con	10,000	\$1,234,394	Alliant Energy Center
American Hereford Association	2016 Junior National Hereford Expo	1,200	\$1,205,799	Monona Terrace
North American Association for Environmental Education	Annual Conference 2016	1,000	\$1,021,398	Monona Terrace
National Farm to School Network	2016 National Farm to Cafeteria Conference	1,300	\$1,011,359	Monona Terrace
Wisconsin Music Educators Association	Wisconsin State Music Conference 2016	5,000	\$928,200	Monona Terrace
Society for Conservation Biology	North America Congress for Conservation Biology	800	\$741,433	Monona Terrace
USA Climbing	2016 American Bouldering Series National Championships	1,500	\$662,073	Monona Terrace

2016 KEY INITIATIVES

PRODUCT DEVELOPMENT

We will continue **to be engaged in and advocate** for future development of appropriate attractions and infrastructure

- We will **continue to stay actively engaged** in the **Judge Doyle Square development conversations**.
- We also have invested in and are **engaged** in the conversation to focus on the **future opportunities that lie in and around the Alliant Energy Center campus**.
- We will remain engaged in sports product development such as the **Ho-Chunk Gateway** project

VISIONING

- In 2016 we will also be launching our Second **Destination Visioning Research Study**. What we glean from this visioning study will guide us forward in our marketing and destination support work.

MARKETING

- We will launch our “new” **Responsive Design** www.visitmadison.com website in late December 2015

CONVENTION and EVENT SUPPORT

- Celebrate and support **World Dairy Expo 50th** Anniversary
- Continue to support and engage **WIAA** championships
- Continue support for **Epic** XGM and UGM events
- Continue support for **Ironman Wisconsin**

Thank You