



MADISON AREA
SPORTS
COMMISSION

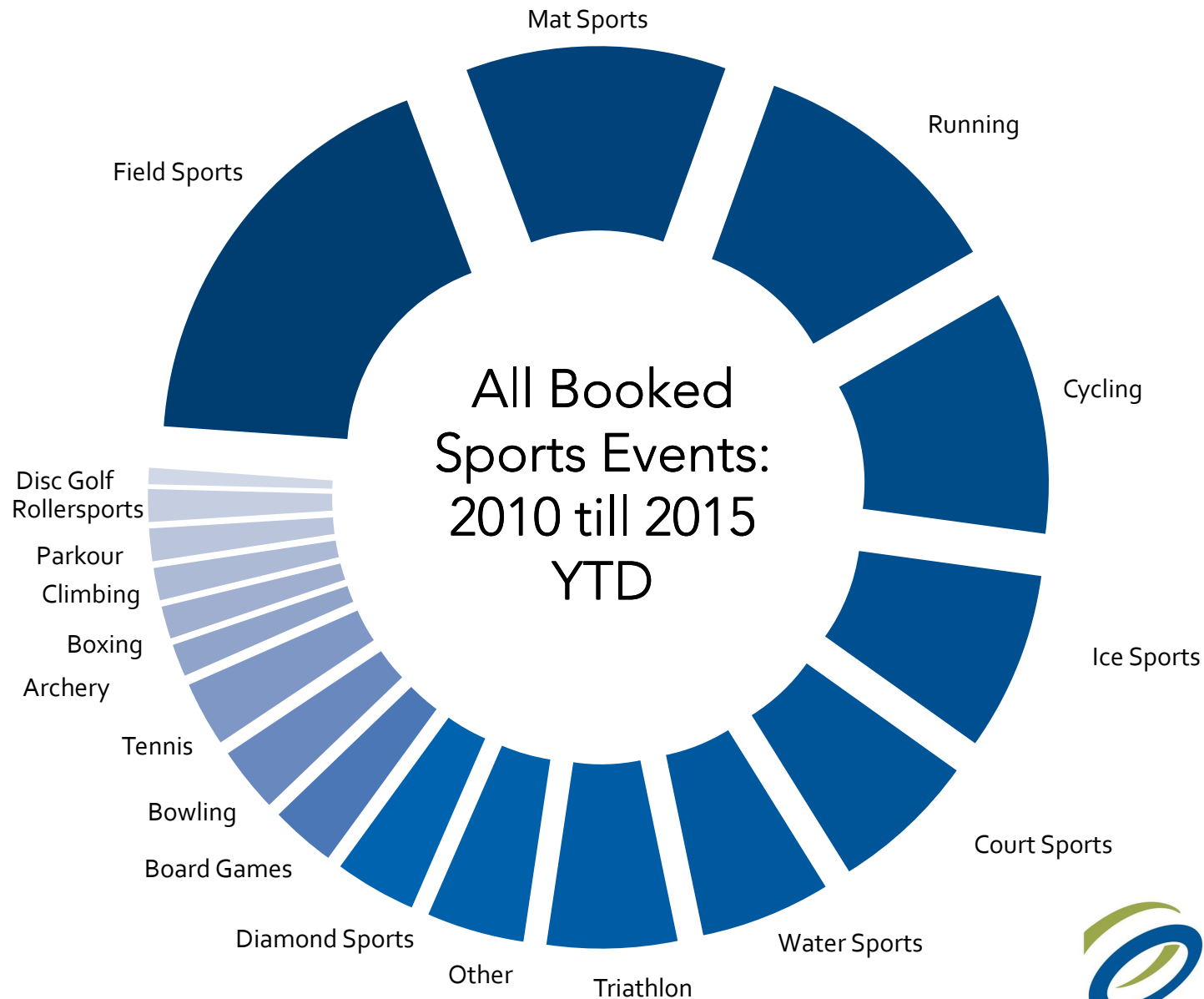
WHO WE ARE & WHAT WE DO

The GMCVB and MASC are both 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

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

SPORTS SEGMENTS WE HAVE SECURED



GREATER MADISON COMMUNITY: 5 YEARS OF ACTIVITY



USSPEEDSKATING



FIVE YEAR ACCOMPLISHMENTS

Thanks to our stakeholder investments in the Madison Area Sports Commission (MASC) we have accomplished much in our first five years of operation. From 2010 to 2014 we have:

- Secured a total of 108 sporting events and competitions for greater Madison
- Contracted for over 74,000 room nights
- Earned over \$920,000 in media value through public relations efforts
- Generated \$36.9 million in direct spending within our communities

As awareness of MASC has grown so has the greater Madison area's reputation as a sports destination. In 2015 to date we have continued to generate a significant return on the investment in our organization:

- To date we have secured 25 future events
- Contracted for over 23,000 room nights – 8% ahead of full year 2014
- Generated \$11.8 million in direct spending

In addition we worked diligently and successfully to retain the WIAA Boys Basketball Tournament and to renew Ironman Wisconsin, two significant annual market-wide events, well into the future.



ABOUT US: OUR INVESTORS

MASC investment support is provided by these supporters:



ABOUT US: GOVERNANCE

MASC is governed by our Board of Directors. Officers of the Board are:

- **Doug Chickering**, Chair, *Retired – WIAA*
- **Chris Armstrong**, Vice Chair, *Fitchburg Appointee, President – Avante Properties*
- **Joseph W. Boucher**, Treasurer, *Shareholder – Neider & Boucher, SC*
- **Vince Sweeney**, Immediate Past Chair, *Retired – UW-Madison*
- **Deb Archer**, Secretary, *President & CEO*

In addition to our Board, the **Sports Product Development Committee**, comprised of Board members and volunteer leaders, is led by **Rob Crain**, *Manager, Economic Development and Account Management – Alliant Energy*. The purpose of this committee is to:

- Influence and advocate for infrastructure and facilities development
- Provide relevant input and information to community organizations, leaders and elected officials about the impact of sports tourism industry on product development issues, projects or decisions.
- Provide a forum for Board education on issues that impact the tourism industry/and or visitors.
- Establish and develop relationships and rapport with elected officials and community leaders who are interested in developing sports venues.
- Support the MASC in disseminating the organization's message/position on public policy or other issues/topics.

Deb Archer, President & CEO
archer@visitmadison.com

Diane Morgenthaler, Executive Vice President
morgenthaler@visitmadison.com

Jamie Patrick, Vice President
patrick@madisonsports.org

