

**ROOM TAX COMMISSION
PRESENTATION**

August 2018

VISITOR IMPACT: 2017 VISITOR SPENDING

IN 2017:

VISITORS
SPENT **\$1.25 BILLION** IN DANE
COUNTY

FOOD/BEVERAGE



\$354 million
28%

LODGING



\$330 million
27%

RETAIL



\$258 million
21%

TRANSPORTATION



\$156 million
12%

RECREATION



\$150 million
12%

Tourism Economics, April 2018

LOOKING AHEAD: CONTINUED EMPHASIS on DESTINATION VISION STRATEGIC PILLARS



PRODUCT DEVELOPMENT: Ensuring our Competitive Position

- > Hotel Development: Judge Doyle Square, Madison College site, State Street, Other
- > Alliant Energy Center Master Planning Task Force
- > Destination District Visioning Study: areas surrounding AEC
- > Nolen Waterfront: Celebrating our lakes and potential expansion of Monona Terrace
- > Sports Product Development: Ho Chunk Four Lakes, Verona HS, Town of Middleton/Olympic Training Site, Mad-Rolling Dolls facility, Stoughton Waterfront Project
- > AirBnB Compliance

DESTINATION DEVELOPMENT: Ensuring we deliver great Visitor Experiences

- > Essential Madison Experiences
- > Workforce Development
- > Frontline Training





EVENT MIX: Pursuing the “Right” Business for the Destination

- > Pursuing and creating events that provide strong return on investment
- > Finalize approval for “One City – One Contract” concept and develop marketing promotion strategies and tactics.
- > Develop new attendee destination experiences sales tools to enhance destination positioning in the meetings industry that impacts lead generation and closure
- > Continue increased investment in convention sales marketing, e.g. third party and association management co engagement, key trade show presence, etc.
- > Finalize roll-out of geographic sales territories while continuing presence in key target market sectors
- > Continue to build on our Three Cities Alliance with Albuquerque and Providence

SALES STRATEGY: Targeted Sectors



Agriculture



Education



Environmental



Sciences



Engineering



Medical/
Healthcare



Hobby/
Consumer



Sports/
Athletic

SALES STRATEGIES: Tradeshow Engagement

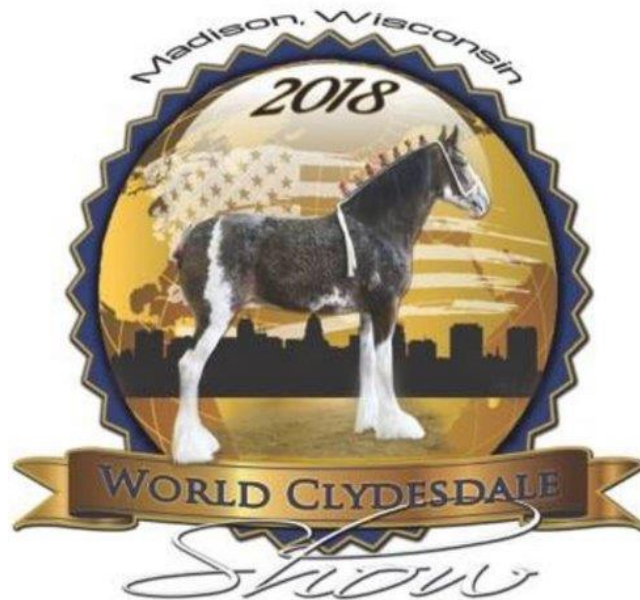


KEY SECTOR CONVENTIONS: 2018

BUSINESS FACILITIES

LIVE X CHANGE

NETWORK · LEARN · FIND NEW LOCATIONS FOR YOUR BUSINESS



COGNITIVE SCIENCE SOCIETY



WIZARDWORLD

EVENT MIX: Secure Targeted Events

CrossFit Extends Through 2021



EVENT MIX: Create High ROI Events

Bucky on Parade connects visitors and community



WISCONSIN
STATE JOURNAL News Sports Opinion Obituaries Business Lifestyles Entertainment

85 'Bucky on Parade' statues to be unveiled Monday throughout Madison,



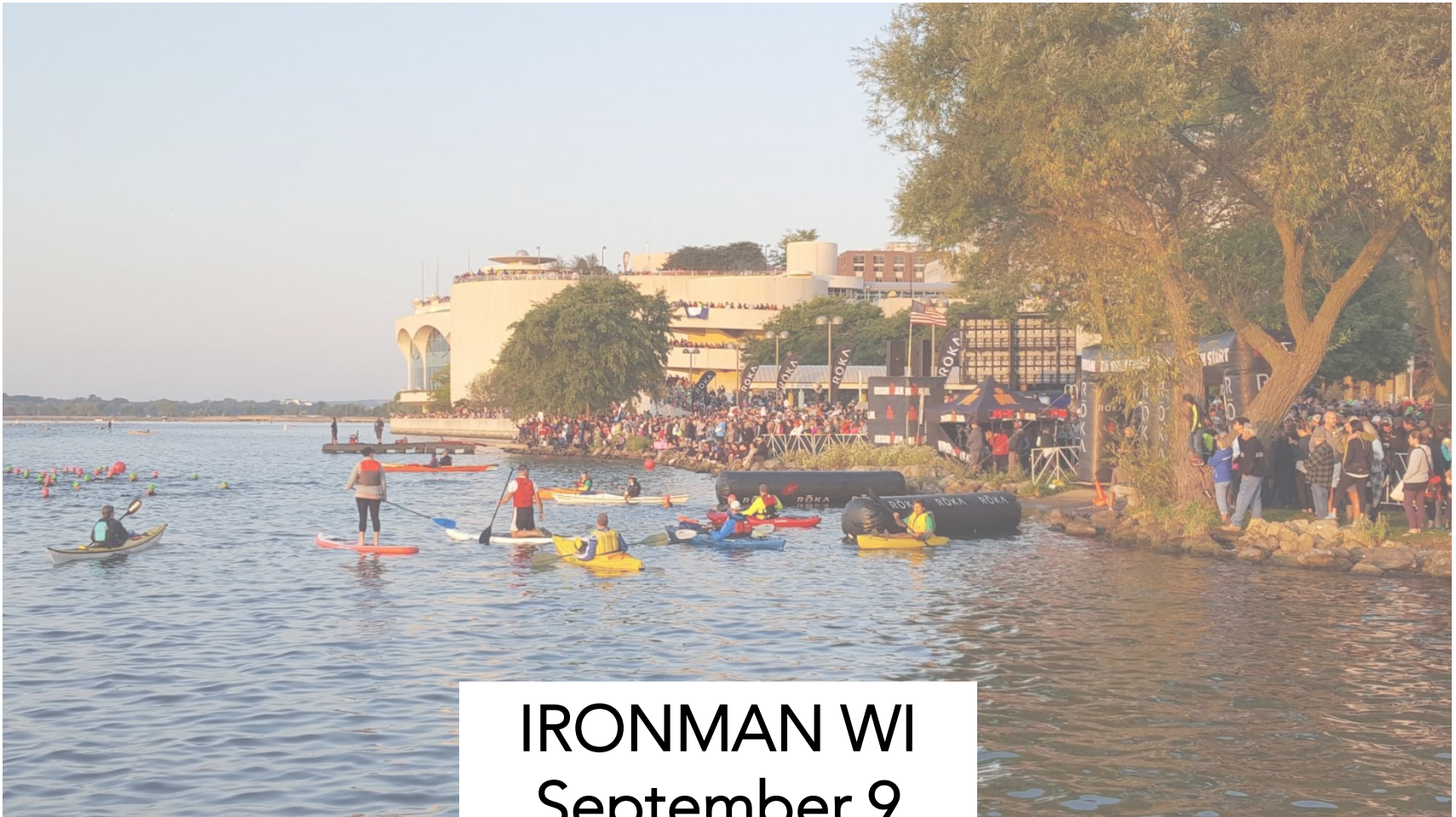
George Dale, right, and his daughter, Harper Dale, after being photographed by a friend with "Game Day Bucky" during a Tuesday evening preview party for the "Bucky on Parade" public art project that will debut Monday. On Monday, 85 life-sized Bucky Badger statues painted by dozens of artists will be placed around Dane County for six months.

STEVE APPS, STATE JOURNAL



On Sunday evening, 85 six-foot-tall statues wrapped in dark sheeting to obscure their identities will appear across Madison and Dane County.

EVENT MIX: Sustain Key Events



IRONMAN WI
September 9

STREETS NEIGHBORHOODS & REGION STRATEGIES

- > Telling our story
- > Hosting Travel Writers & Media FAMs; Ex: Wisconsin Economic Development Corporation
- > Tourism Assessments

TELLING OUR STORY



**\$2.3 million in Earned
Media Value Led by
Bucky on Parade**

TELLING OUR STORY

WISCONSIN
STATE JOURNAL

News

Sports

Opinion

Obituaries

Business

Lifestyles

Entertainment

STATE TOURISM | TOTAL REVENUE HITS \$12.7 BILLION

Tourism spending climbs for eighth straight year in Wisconsin

"They're exposing so many people to the destination," said Deb Archer, president and CEO of the Greater Madison Convention & Visitors Bureau and Madison Area Sports Commission. "We always are really happy to see the numbers grow every year it's a little bit different, but those numbers grow."



Cyclists on rental bikes make their way toward State Street on Friday. Direct tourism spending in 2017 across Wisconsin rose 3.17 percent over 2016, to \$12.7 billion, according to numbers released Friday by the state Department of Tourism. Dane County was second in direct spending at \$1.2 billion, an increase of 2.7 percent.

JOHN HART, STATE JOURNAL

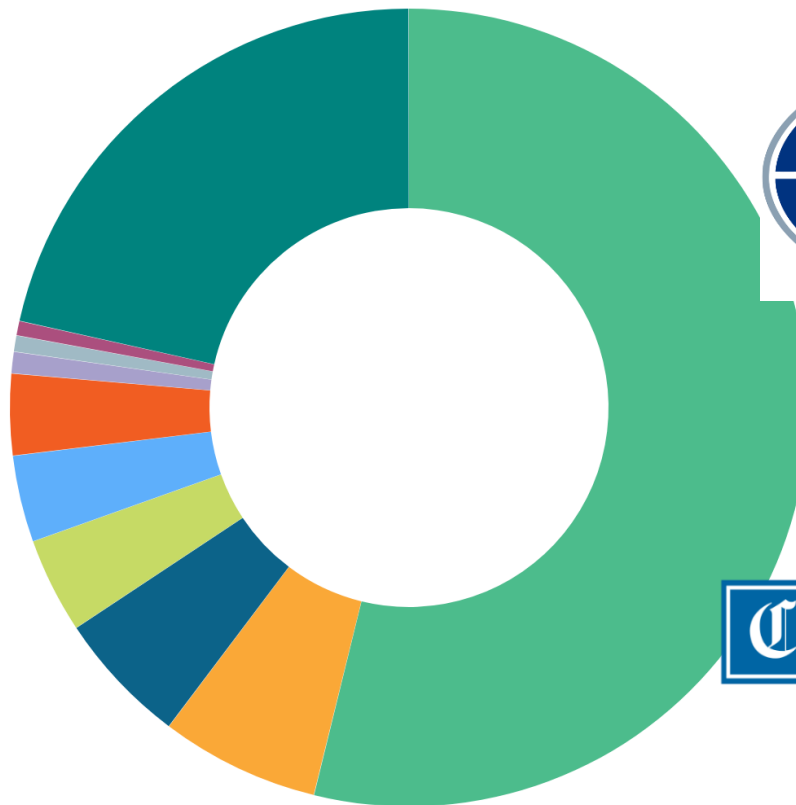
BUY NOW

Positive Tourism
Report Tops
Madison News

TELLING OUR STORY



Nearly half of media coverage was from outside of Madison region



Chicago Tribune

■ Madison, WI: 53.8%
 ■ National: 6.4%
 ■ Wausau-Rhineland, WI: 5.4%
 ■ La Crosse-Eau Claire, WI: 3.9%
 ■ Milwaukee, WI: 3.5%
 ■ Green Bay-Appleton, WI: 3.3%
 ■ New York, NY: 0.9%
 ■ Duluth-Superior, MN-WI: 0.7%
 ■ Phoenix, AZ: 0.6%
 ■ Other: 21.5%

DESTINATION BRANDING: Building Destination Awareness



THANK YOU

For more information contact:

Deb Archer

President & CEO

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Appendix

MONONA TERRACE – GMCVB & MASC

Confirmed Events occurring in 2018

Account Name	Event Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Revenue
L & L Exhibition Management	2018 Madison Home Expo	1/4/2018	125	8,000	\$705,542	\$36,966
Dairy Business Association	2018 Dairy Strong Conference	1/16/2018	350	600	\$170,851	
L & L Exhibition Management	Madison Build, Remodel & Landscape	2/14/2018	125	8,000	\$698,776	\$29,295
Wisconsin School Counselor Association	Annual Conference 2018	2/19/2018	895	1,100	\$538,426	\$23,486
Gymfinity Children's Activity Center	2018 Dairy Aire Gymnastics Invitational	2/23/2018	170	1,200	\$138,250	\$18,133
Mary Kay Inc	Career Conference 2018	3/21/2018	186	2,000	\$414,077	\$21,287
Pharmacy Society of Wisconsin	2018 Educational Conference	4/4/2018	95	250	\$68,197	\$10,372
Wisconsin Medical Society	2018 Annual Convention	4/13/2018	175	300	\$108,945	\$13,110
Wisconsin Association of School Nurses	2018 WASN Spring Conference	4/17/2018	110	250	\$153,598	\$10,395
Wisconsin Nurses Association	32nd Annual Pharma & Clinical Update	4/25/2018	362	520	\$214,918	\$19,576
AIA Wisconsin	Annual Convention 2018	5/8/2018	110	2,000	\$324,628	\$28,104
Madison Festivals Inc	2018 Run Madtown	5/25/2018	809	4,500	\$313,404	\$4,998
Symp on Rsrch in Child Language Disorders	39th Annual Conference - 2018	6/6/2018	530	300	\$172,010	\$5,866
Forest Products Society	2018 International Convention	6/10/2018	300	175	\$126,901	\$11,870

MONONA TERRACE – GMCVB & MASC

Confirmed Events occurring in 2018

Account Name	Event Name	Event Start Date	Room Nights	Attend	Direct	Spending	Contract Revenue
Private Event	Pabich Wedding Block	6/15/2018	89	400		\$48,675	
Blue52 Productions, LLC	2018 Natl Space & Missile Materials Symp	6/21/2018	1,147	450		\$487,759	\$33,447
USA Yoga Federation	2018 USA Yoga National Championship	6/29/2018	200	250		\$95,906	\$3,496
Solution Tree	2018 PLC Institute	7/16/2018	1,000	1,200		\$547,566	\$44,450
Cognitive Science Society	2018 Annual Conference	7/23/2018	934	1,000		\$907,389	\$51,895
LeMans Corporation	Parts Unlimited & Drag Specialties Expo	8/21/2018	1,345	1,000		\$889,292	\$37,166
World Triathlon Corporation	IRONMAN Wisconsin 2018	9/4/2018	5,452	14,800		\$3,011,032	\$33,068
WI Section of Amer Water Works Assoc	Annual Meeting & Water Utility Expo	9/11/2018	410	500		\$384,938	\$19,329
WI Housing and Economic Dev Authority	2018 Multi-Family Housing Conference	10/1/2018	100	600		\$91,550	\$12,395
PDS (Paragon Development Systems)	PDS Connect 2018	10/15/2018	380	600		\$293,265	\$19,335
Wisconsin Music Educators Association	Wisconsin State Music Conference 2018	10/23/2018	479	5,000		\$869,826	\$32,394
Meeting Professionals Intl - WI Chapter	2018 MPI Great Lakes Education Summit	11/3/2018	279	250		\$125,232	\$10,050
Madison Festivals, Inc.	2018 Madison Marathon	11/8/2018	789	8,000		\$566,774	\$2,550
	27 Events		16,946	63,245		\$12,467,726	\$533,033

MONONA TERRACE – GMCVB & MASC

Confirmed Events occurring in 2019

<u>Account Name</u>	<u>Lead Name</u>	<u>Event Start Date</u>	<u>Room Nights</u>	<u>Attend</u>	<u>Direct Spending</u>	<u>Contract Revenue</u>
L & L Exhibition Management	2019 Madison Home Expo	1/10/2019	100	9,200	\$805,803	\$42,452
L & L Exhibition Management	Madison Build, Remodel & Landscape	2/6/2019	125	8,000	\$715,679	\$30,762
Wisconsin School Counselor Association	Annual Conference 2019	2/18/2019	895	1,100	\$549,304	\$24,664
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	33rd Annual Pharma & 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
Soc for Advancement 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
Symp on Rsrch in Child Language Disorders	40th Annual Conference - 2019	6/5/2019	730	300	\$196,661	\$5,933

MONONA TERRACE – GMCVB & MASC

Confirmed Events occurring in 2019

Account Name	Lead Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Revenue
Toppers Pizza, Inc. World Headquarters	2019 Annual Convention	6/16/2019	398	400	\$194,786	\$8,555
World Assoc for Advncmnt of Vet 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
World Triathlon Corporation	IRONMAN Wisconsin 2019	9/3/2019	5,057	14,800	\$2,902,053	\$31,520
Wisconsin Section of Ame Water Works Assoc	Annual Meeting & Water Utility Expo	9/10/2019	425	500	\$391,269	\$20,295
International Society for Cellular Therapy	ISCT Regional Conference 2019	9/10/2019	803	750	\$375,944	\$34,450
Wisconsin Housing & Economic Dev Authority	2019 WHEDA Conference	9/24/2019	195	1,000	\$148,783	\$12,395
Wisconsin Music Educators Association	Wisconsin State Music Conference	10/23/2019	481	5,000	\$890,158	\$34,016
Sigma Xi,The Scientific Research Honor Society	2019 Annual Meeting	11/11/2019	650	600	\$540,132	\$36,243
	23 Events		17,311	51,495	\$11,897,294	\$576,695