

GREATER MADISON CONVENTION & VISITORS BUREAU  
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**MEMO**

**DATE:** Tuesday, February 10, 2015  
**TO:** Economic Development Strategy Subcommittee  
**FROM:** Diane Morgenthaler, CDME, Executive Vice President  
**SUBJECT:** Economic Development Strategic Plan  
**CC:** Deb Archer, CDME, President and CEO, Mark Clear

Committee Members:

The Greater Madison Convention & Visitors Bureau (GMCVB) commends this Committee for undertaking the very significant and important task of developing an Economic Strategic Plan for the City of Madison. As an entity and in concert with our sister organization the Madison Area Sports Commission, we actively pursue initiatives that provide economic benefit to the community: providing jobs, supporting local businesses, generating tax revenues among others.

Our work in economic development is to drive these economic benefits through tourism. We do this by securing conventions, exhibitions and trade shows, competitions and sporting events that generate overnight visits to our community. In 2013 tourism generated over \$1.8 billion in business impact, and supported over 19,000 full time equivalent jobs in Dane County with nearly 4,000 full time equivalent jobs in zip code 53703 alone.

The success of our efforts is dependent on a vibrant, safe destination with sufficient infrastructure and amenities (hotels, restaurants, retail, entertainment and cultural assets) that are attractive to leisure, business and convention visitors.

As you continue to develop the elements of the Economic Development Strategic Plan we strongly urge you to include tourism as a key element within this plan.

We stand ready to engage and assist you in this effort and welcome the opportunity to contribute to this significant work.