



# PERFORMANCE REPORT

January-June 2015



# LEADERSHIP

January-June 2015

## PERFORMANCE REPORT: Q2 2015

Through the second quarter of 2015 the Greater Madison Convention & Visitors Bureau (GMCVB) and Madison Area Sports Commission (MASC) achieved the following:

- Contracted for 80 future events that are expected to generate \$25.7million in direct spending (economic impact) in our communities.
- Generated \$553,224 in contract revenue for Monona Terrace: 74.3% of annual goal

We continued to pursue several strategic initiatives during the first 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
- Presented industry research "Destination Promotion: An Engine of Economic Development" to the City of Madison's EDC
- Celebrated "National Travel & Tourism Week" by releasing the 2014 Economic Impact data for Dane County and Wisconsin
- Held our annual organization event themed "Destination Next" with Rich Antonson ([www.rickantonson.com](http://www.rickantonson.com)) as our keynote speaker.
- Kicked off redesign of our website to develop a responsive site that will create improved user experience on multiple platforms

We will co-host the annual "Meet and Greet" event with the Chamber of Commerce with both City of Madison and Dane County stakeholders on Tuesday August 18, 2015 from 4:00 to 6:00 pm at Bonfyre American Grille, 2601 W. Beltline Hwy

For additional information about materials in this report please contact Diane Morgenthaler, EVP at [morgenthaler@visitmadison.com](mailto:morgenthaler@visitmadison.com)

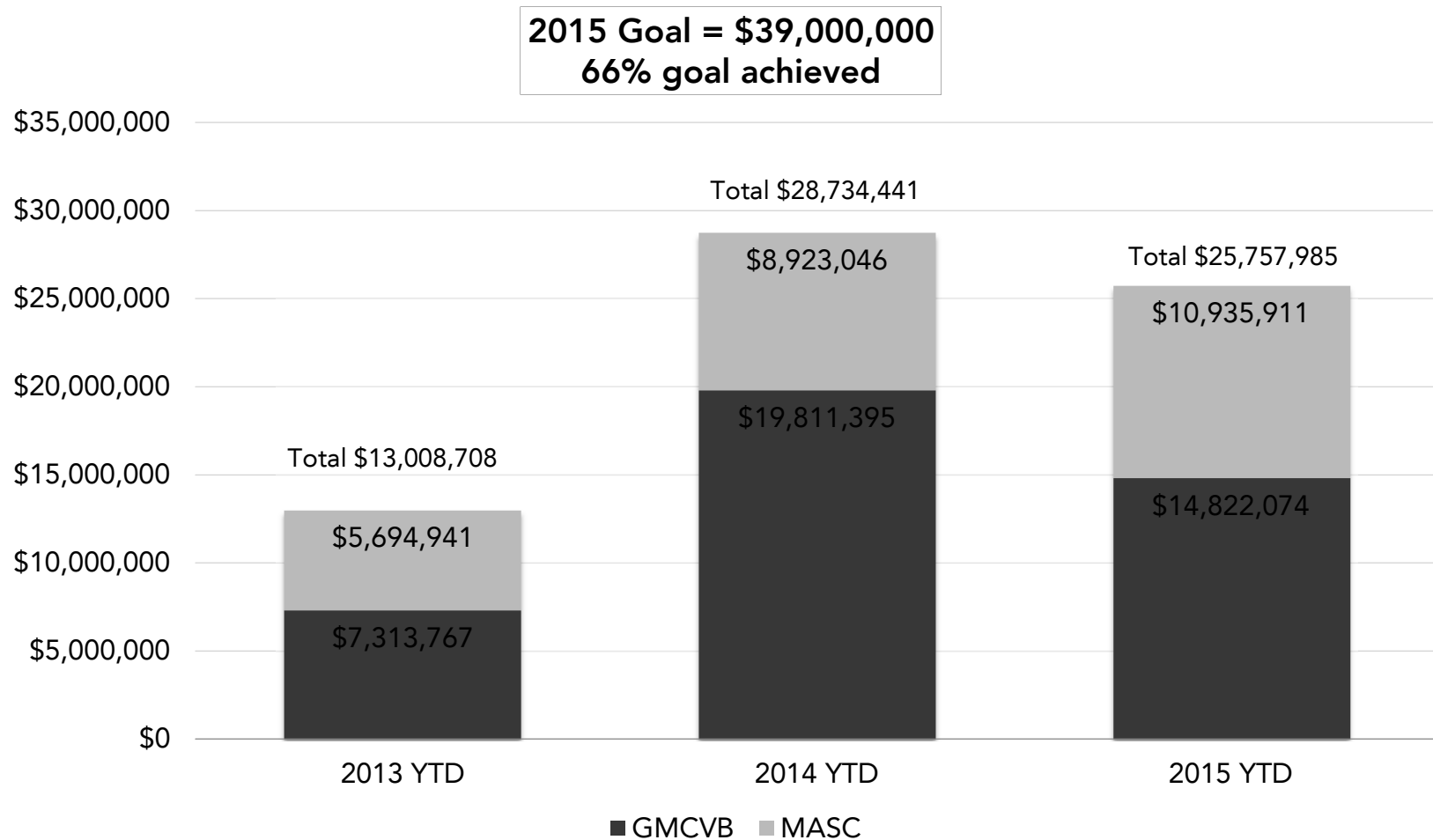


SALES

January-June 2015



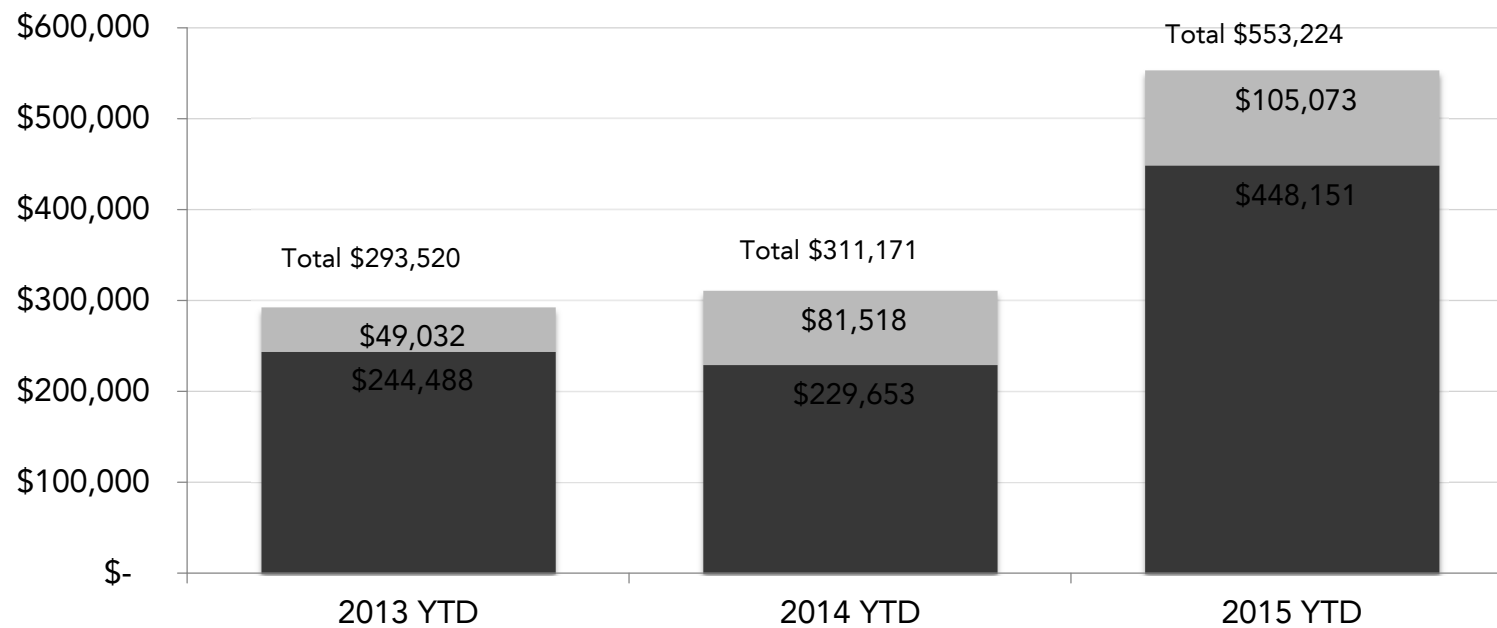
## GMCVB & MASC DIRECT SPENDING FOR FUTURE EVENTS



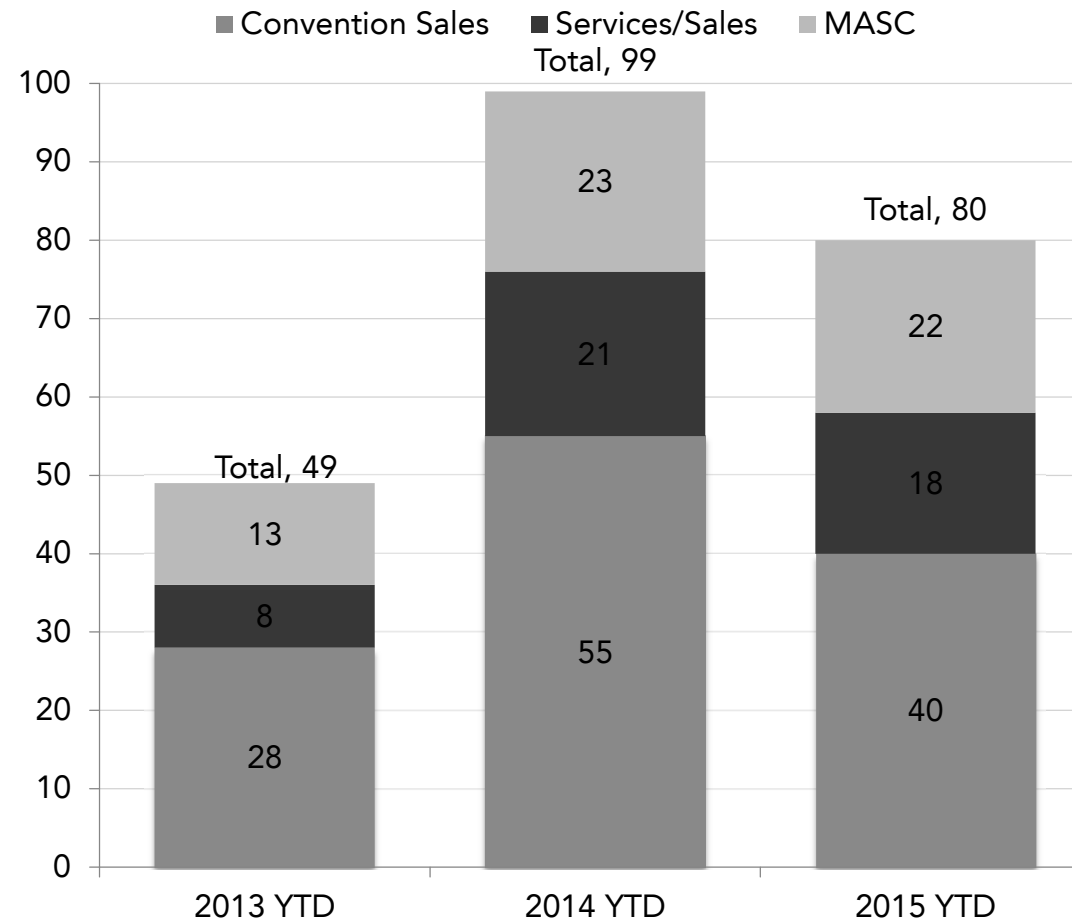
## GMCVB & MASC CONTRACT REVENUE GENERATED

**Monona Terrace Contract Revenue**  
**Goal: \$745,000**  
**74.3% goal achieved**

■ GMCVB ■ MASC

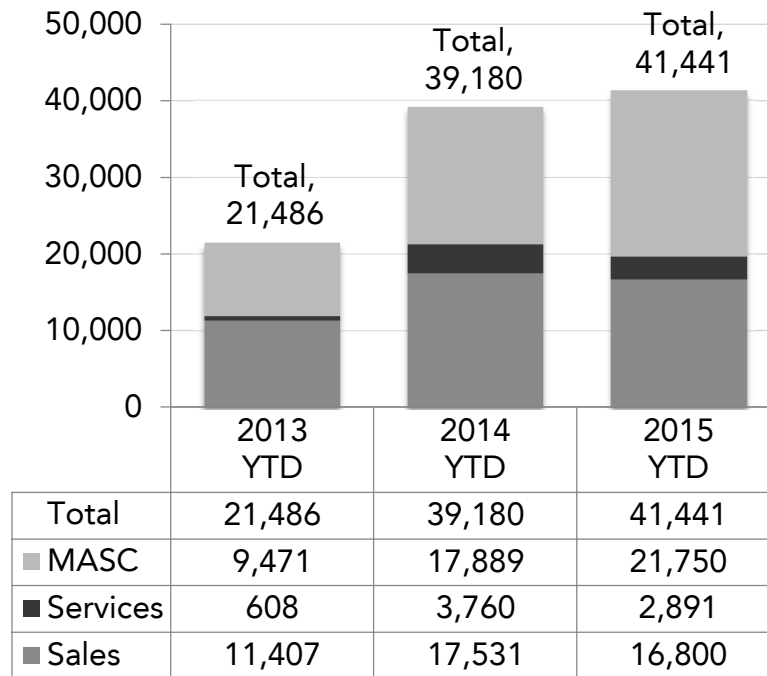


## ALL GMCVB & MASC CONFIRMED EVENTS



## 2015 TOTAL CONTRACTED ROOM NIGHTS FOR GMCVB & MASC

**2015 Goal = 87,500**  
**47.4% goal achieved**



This chart reflects room nights contracted for all GMCVB and MASC confirmed events.

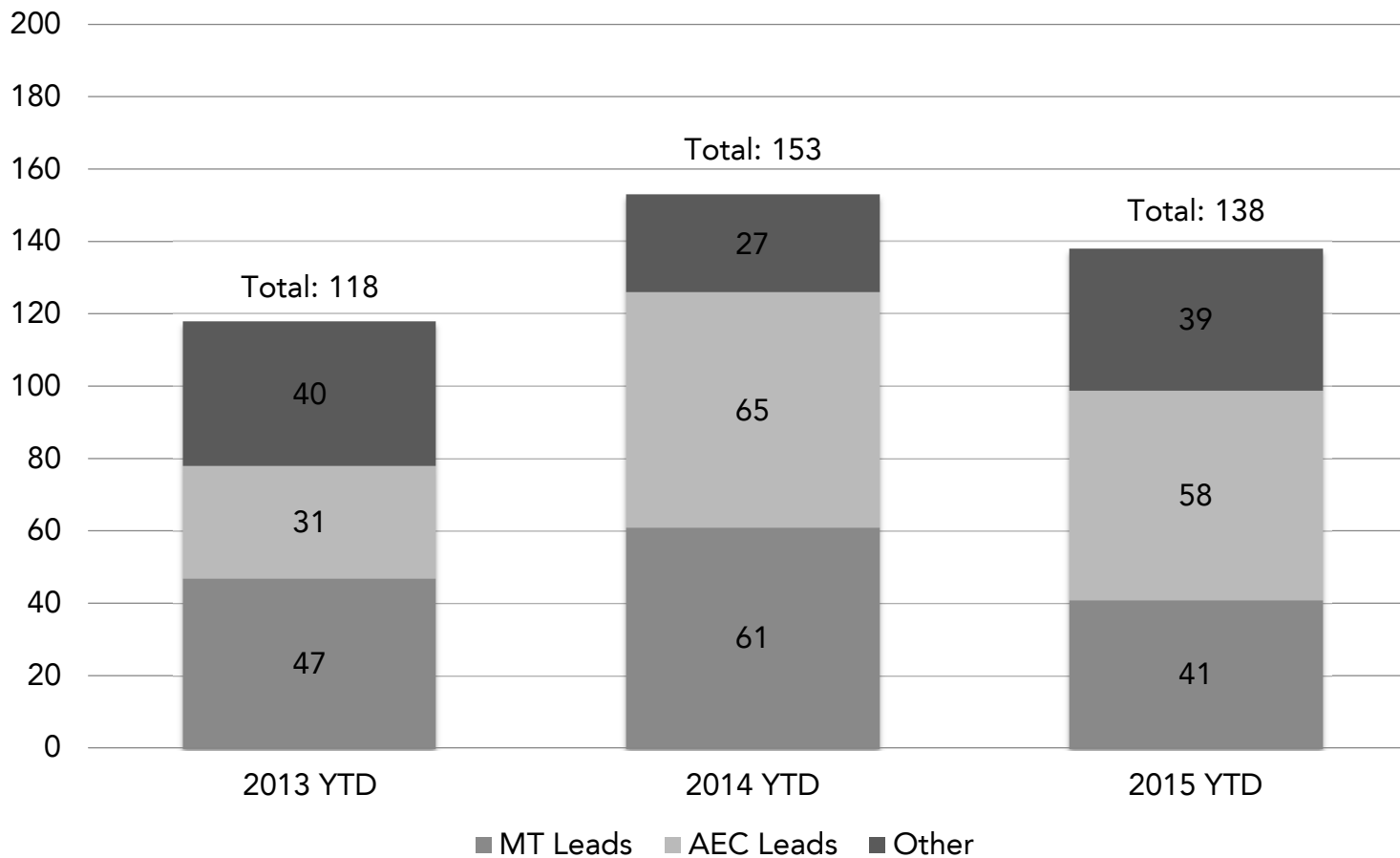
The GMCVB has an overall total goal for room nights, with each department, which includes MASC, also having internal goals.

GMCVB and MASC reports room night sales for organization-related sales only.

This report does not reflect room nights for groups GMCVB and MASC services.

The MASC is currently working on tracking room nights for events for which it provides services, such as WIAA. The goal is to provide this information in future reports.

## GMCVB & MASC LEAD PRODUCTION





## UPCOMING SALES ACTIVITIES

### STRATEGIC SALES ACTIVITIES

- Client Familiarization Tour, September 17-20, Madison

### TRADE SHOWS AND MARKET SEGMENT ACTIVITIES

- Fraternal Executives Association, July 8-11, Scottsdale, AZ
- American Veterinary Medical Association, July 9-14, Boston, MA
- University & College Designers Association Site, July 10-12, Madison
- CESSE (Council for Engineering & Scientific Society Executives), July 14-16, Norfolk, VA
- Morgan Masterpiece, July 17, Oshkosh
- American Physiological Society Site, July 27-28, Madison
- MPI-WI Summer Social at Concerts on the Square hosted by GMCVB, July 29, Madison
- Wisconsin Arabian Horse Association Show, July 31, Jefferson, WI
- MPI World Education Congress, August 1-5, San Francisco, CA
- National Cooperative Grocers Association Site, August 6, Madison
- Ecological Society of America, August 9-14, Baltimore, MD
- WSAE Innovation Summit, September 10-11, Waukesha
- Sales Calls and MPI/PCMA Chapter Events, September 20-25, Kansas City & St. Louis



## MARKETING & PR

January-June 2015

# GMCVB: NEW MOBILE APP LAUNCHED

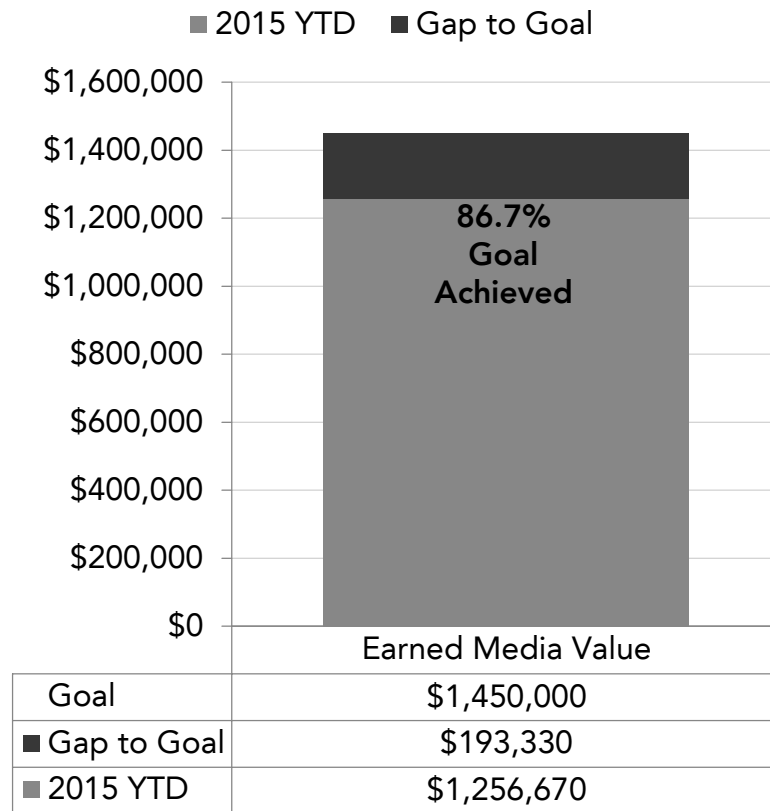
The screenshot shows the Visit Madison website with a navigation bar including 'Things to Do', 'Events', 'Hotels', 'Restaurants', and 'Plan'. A large banner at the top reads 'DOWNLOAD OUR NEW APP!' with a 'MADISON' app icon. Below this, a 'Plan' sidebar lists options like 'Visitor Centers', 'App', 'Video', 'Maps & Transportation', 'Sample Itineraries', 'Group Tours', 'Living In Madison', 'Request Information', 'Community Links', and 'E-News Sign-Up'. The main content area is titled 'Visit Madison App' and includes a video player showing the app's interface. Text on the page describes the app's features: discovering scenic Madison, searching for places to play, stay, shop, and dine, making notes of events, using 'near me' or 'call' features for quick decisions, and a detailed listing view with one-touch calling, social sharing, and event calendar integration. A 'BOOK NOW' section at the bottom left allows users to select arrival and departure dates (May-05-15 to May-07-15) and the number of adults (2), with a 'SEARCH AVAILABILITY' button. A 'Download the official VISIT MADISON app' section at the bottom right provides links to the App Store and Google Play.

New functionality leverages native phone features:

- "Near me" drives listing order
- Detailed listing view allows one-touch calling, social sharing, favorites
- Events calendar: can add events to your phone
- Future: push notifications

*Download the NEW VisitMadison app for iOS and Android.*

## GMCVB PUBLIC RELATIONS EARNED MEDIA



# CHICAGO

Best Places for A Road Trip

**AARP**  
Real Possibilities

**Forbes**

**TIME**

Great Town To Retire In



# MADISON AREA SPORTS COMMISSION

January-June 2015





# MASC: MARKETING HIGHLIGHTS

## Morning Sports Report:

- Next event: September 15, 2015, HotelRed  
Networking 7:45-8:15 am  
Introductions/Panel Discussion 8:15 am  
Speaker: Coach Bo Ryan  
Event concludes 9:00 am

## Next: Preparations for Ironman Wisconsin and IronKids Fun Run

- IronKids Fun Run Saturday 9/12
- Ironman Wisconsin Sunday 9/13



## MASC PR HIGHLIGHTS



Garnered media coverage in  
these sports trade publications



Supported key events through  
Public Relations efforts

# APPENDIX.

## ALL 2015 GMCVB DEFINITE CONTRACTS FOR MONONA TERRACE

New or Non-Annual	Definite Contracts	Mtg Date	Rm Nts	Attend	Direct Spend	Contract Revenue
	Symposium on Research in Child Language Disorders	6/9/2016	490	300	\$190,313	\$5,736
	Wisconsin Housing and Economic Development Authority	11/16/2015	60	600	\$80,430	\$10,530
	Wisconsin Music Educators Association	10/23/2019	481	5,000	\$469,872	\$34,016
	LeMans Corporation	8/22/2016	1,600	1,000	\$811,982	\$46,748
	Wisconsin Music Educators Association	10/28/2020	481	7,000	\$1,095,534	\$35,718
	Wisconsin Music Educators Association	10/27/2021	481	7,000	\$1,120,811	\$37,504
	Wisconsin Music Educators Association	10/26/2022	481	7,000	\$1,146,518	\$39,381
Non-annual	American Society of Heating, Refrigeration & Air Conditioning	4/28/2016	100	200	\$90,375	\$5,736

## ALL 2015 GMCVB DEFINITE CONTRACTS FOR MONONA TERRACE

New or Non-Annual	Definite Contracts	Mtg Date	Rm Nts	Attend	Direct Spend	Contract Revenue
	L&L Exhibition Management	1/5/2017	60	8,0000	\$695,652	\$35,205
	L&L Exhibition Management	2/8/2017	50	8,0000	\$679,221	\$29,061
New	National Farm to School Network	5/31/2016	2,400	1,300	\$1,011,359	\$30,575
New	North American Assoc. for Environmental Education	10/16/2016	1,716	1,000	\$1,021,398	\$55,389
New	American Meteorological Society	8/31/2016	1,184	375	\$492,274	\$23,100
New	Cryogenic Engineering Conference	7/9/2017	1,845	800	\$877,151	\$59,253
<b>14 Definite Contracts</b>			<b>11,429</b>	<b>45,575</b>	<b>\$9,782,890</b>	<b>\$448,151</b>



## ALL 2015 MASC DEFINITE CONTRACTS FOR MONONA TERRACE

New or Non-Annual	Definite Contracts	Mtg Date	Rm Nts	Attend	Direct Spend	Contract Rev
	USA Climbing	1/22/2016	645	1,500	\$761,418	\$52,860
	Gymfinity Children's Activity Center	2/26/2016	230	1,200	\$185,474	\$14,164
	World Triathlon Corporation	9/6/2016	7,572	30,000	\$4,244,405	\$32,369
	Madison Festivals Inc.	5/27/2016	205	4,500	\$166,609	\$5,780
<b>4 Definite Contracts</b>			<b>8,522</b>	<b>37,200</b>	<b>\$5,300,308</b>	<b>\$105,073</b>

## ALL CURRENT GMCVB PENDING CONTRACTS FOR MONONA TERRACE

Pending Contracts	Meeting Start Date	Room Nights	Attendance	Direct Spending	Contract Amount
High Temperature Plasma Diagnostics	06/5/2016	870	300	\$311,819	\$12,585
WI Housing and Economic Development Authority	11/13/2016	110	600	\$100,345	\$12,010
<b>2 Pending Contracts</b>		<b>980</b>	<b>900</b>	<b>\$412,164</b>	<b>\$24,595</b>

## ALL CURRENT MASC PENDING CONTRACTS FOR MONONA TERRACE

Pending Contracts	Meeting Start Date	Room Nights	Attendance	Direct Spending	Contract Amount
Madison Festivals Inc.	11/11/2016				\$10,455
1 Pending Contract					\$10,455

## MONONA TERRACE – GMCVB CONFIRMED EVENTS 2015

2015 Meetings	Meeting Start Date	Room Nights	Attendance	Direct Spending	Contract Amount
L & L Exhibition Management	1/8/2015	55	9,200	\$532,180	\$41,101
USA Climbing	1/29/2015	1,236	1,500	\$331,935	\$19,925
Wisconsin School Counselor Association	2/16/2015	765	1,200	\$563,646	\$20,586
Wisconsin Wetlands Association	2/24/2015	95	250	\$111,676	\$7,789
Gymfinity Children's Activity Center	2/27/2015	50	1,000	\$237,235	\$14,058
Mary Kay Inc	3/18/2015	202	2,000	\$303,940	\$20,290
Arrowhead Conferences and Events	3/25/2015	189	500	\$128,916	\$8,207
Central States Water Environment Association	4/6/2015	30	150	\$20,270	
Pharmacy Society of Wisconsin	4/8/2015	65	250	\$80,320	\$9,792
National Association for Campus Activities	4/15/2015	798	800	\$455,000	\$42,733

## GMCVB CONFIRMED EVENTS for MONONA TERRACE 2015

2015 Meetings	Meeting Start Date	Room Nights	Attendance	Direct Spending	Contract Amount
AIA Wisconsin	4/21/2015	120	2,000	\$160,640	\$26,429
Wisconsin Medical Society	4/24/2015	170	300	\$163,800	\$12,246
Sonic Foundry	4/26/2015	670	270	\$271,080	
Wisconsin Nurses Association	4/30/2015	745	520	\$473,200	\$16,291
Geological Society of America	5/17/2015	370	750	\$273,000	\$9,277
Madison Festivals Inc	5/22/2015	563	4,500	\$249,077	\$5,695
International Economic Development Council	5/27/2015	560	300	\$301,200	\$16,451
Symposium on Research in Child Language Disorders	6/3/2015	458	300	\$212,940	\$6,906
Association of Wisconsin School Administrators	6/16/2015	645	600	\$546,000	\$23,504
LeMans Corporation	8/25/2015	1,600	1,000	\$837,200	\$44,521
World Triathlon Corporation	9/8/2015	7,278	30,000	\$4,061,028	\$37,420
National Berry Crops Initiative	10/11/2015	395	200	\$167,047	\$7,400



## GMCVB CONFIRMED EVENTS for MONONA TERRACE 2015

2015 Meetings	Meeting Start Date	Room Nights	Attendance	Direct Spending	Contract Amount
Wisconsin Dental Association	10/14/2015	830	2,400	\$1,089,000	\$39,846
Wisconsin Association for Environmental Education	10/21/2015	225	300	\$178,586	\$11,870
Madison Festivals Inc	11/5/2015	1,041	8,000	\$793,943	\$10,191
UW Extension	11/10/2015	555	800	\$372,712	\$30,420
Wisconsin Housing and Economic Development Authority	11/16/2015	60	600	\$80,430	\$10,530
Wisconsin Dental Association	10/14/2015	830	2,400	\$1,089,000	\$39,846
Ford's Boxing Gym	7/10/15	7	500	\$24,459	
Wisconsin Association for Environmental Education	10/21/2015	225	300	\$178,586	\$11,870
<b>28 Meetings</b>		<b>19,770</b>	<b>70,190</b>	<b>\$13,020,460</b>	<b>\$493,478</b>