



PERFORMANCE REPORT

January – June 2016



LEADERSHIP

January – June 2016

PERFORMANCE REPORT: Q2 2016

Through the second quarter of 2016 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 \$20.5 million in direct spending (economic impact) in our communities.
- Generated \$259,313 in contract revenue for Monona Terrace, 33% of goal.
- Year to date earned media totals \$1.4 million

We continued to pursue several strategic initiatives during the first quarter:

- Destination Visioning initiative to identify future vision for greater Madison: continued workshops and refinement of destination vision. Next activities relate to CVB vision and strategies.
- Engaged in the product development conversations for a downtown Madison convention hotel (Judge Doyle Square)
- Participated in the Alliant Energy Center Feasibility Study task force
- Engaged in Truax support group, Badger Air Community Council

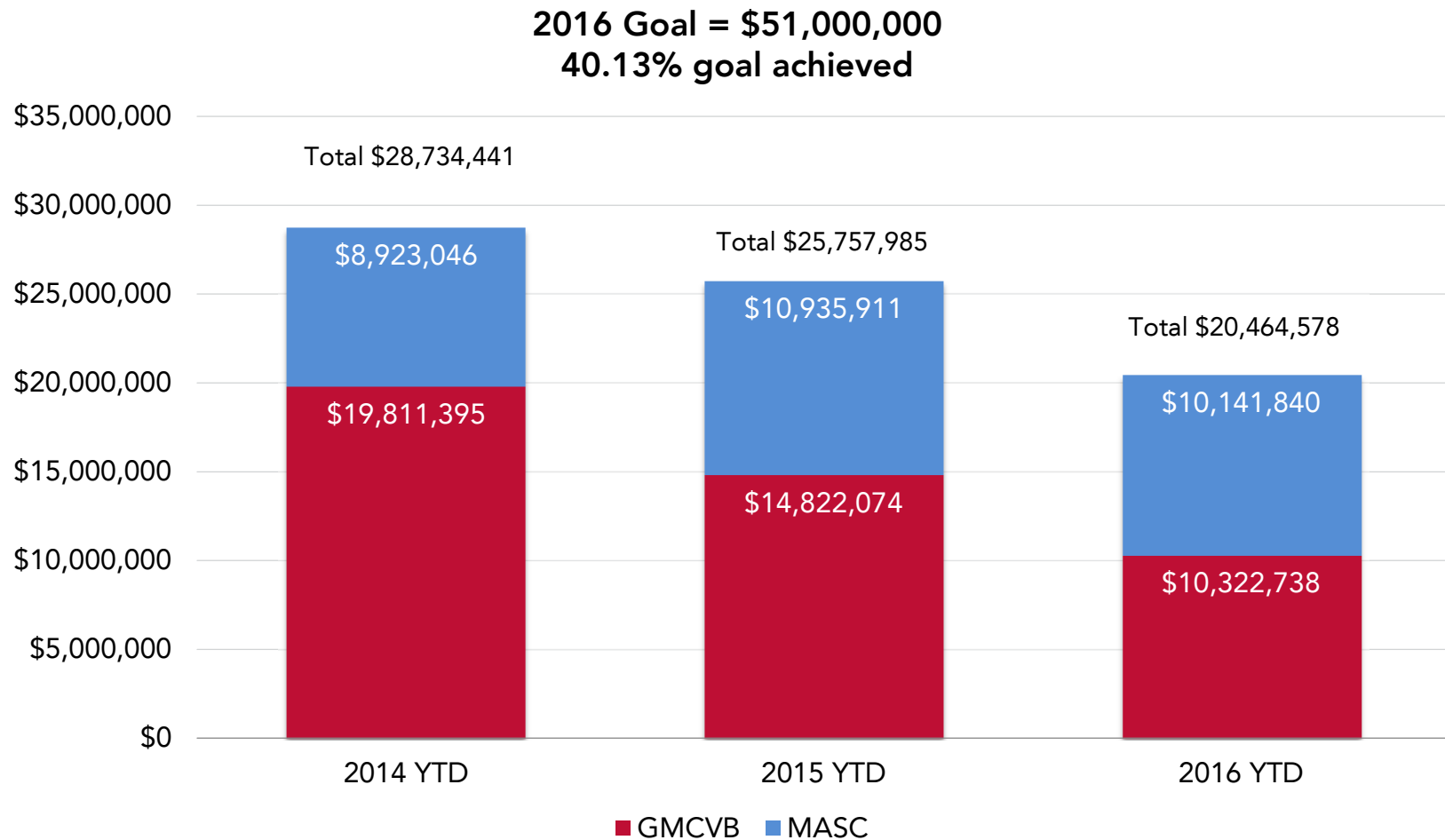
For additional information about materials in this report please contact Diane Morgenthaler, EVP at morgenthaler@visitmadison.com



SALES

January – June 2016

GMCVB & MASC DIRECT SPENDING FOR FUTURE EVENTS

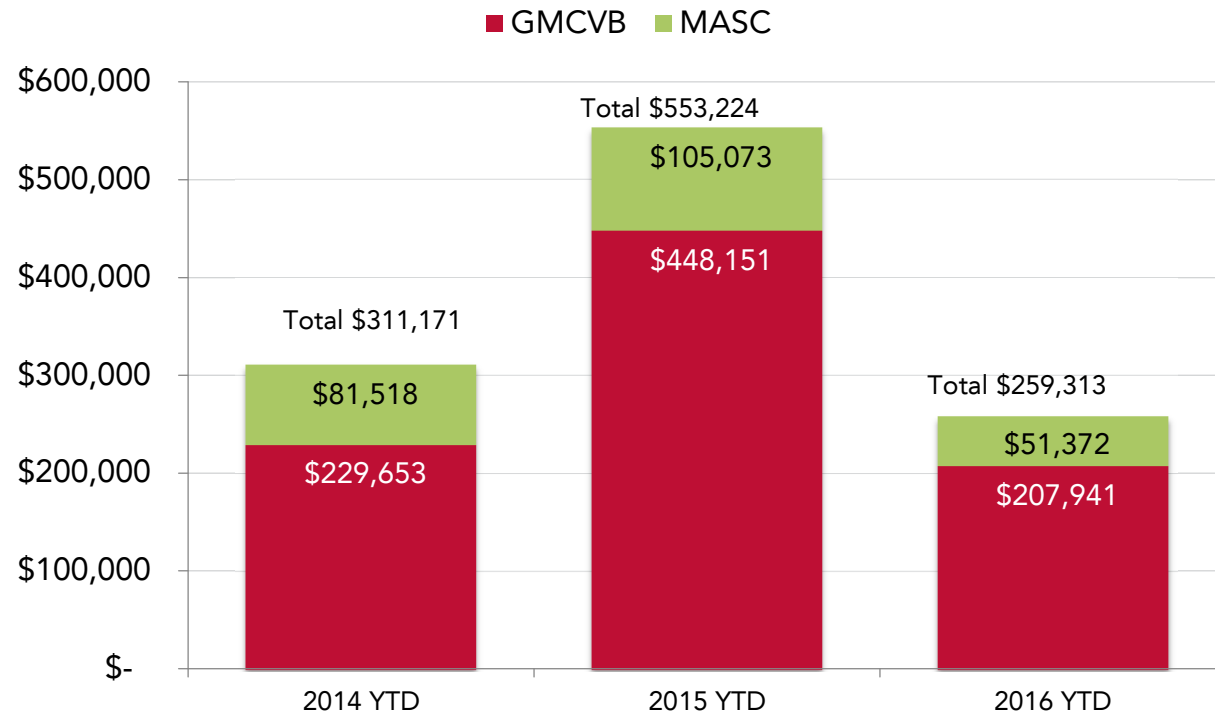


GMCVB & MASC CONTRACT REVENUE GENERATED

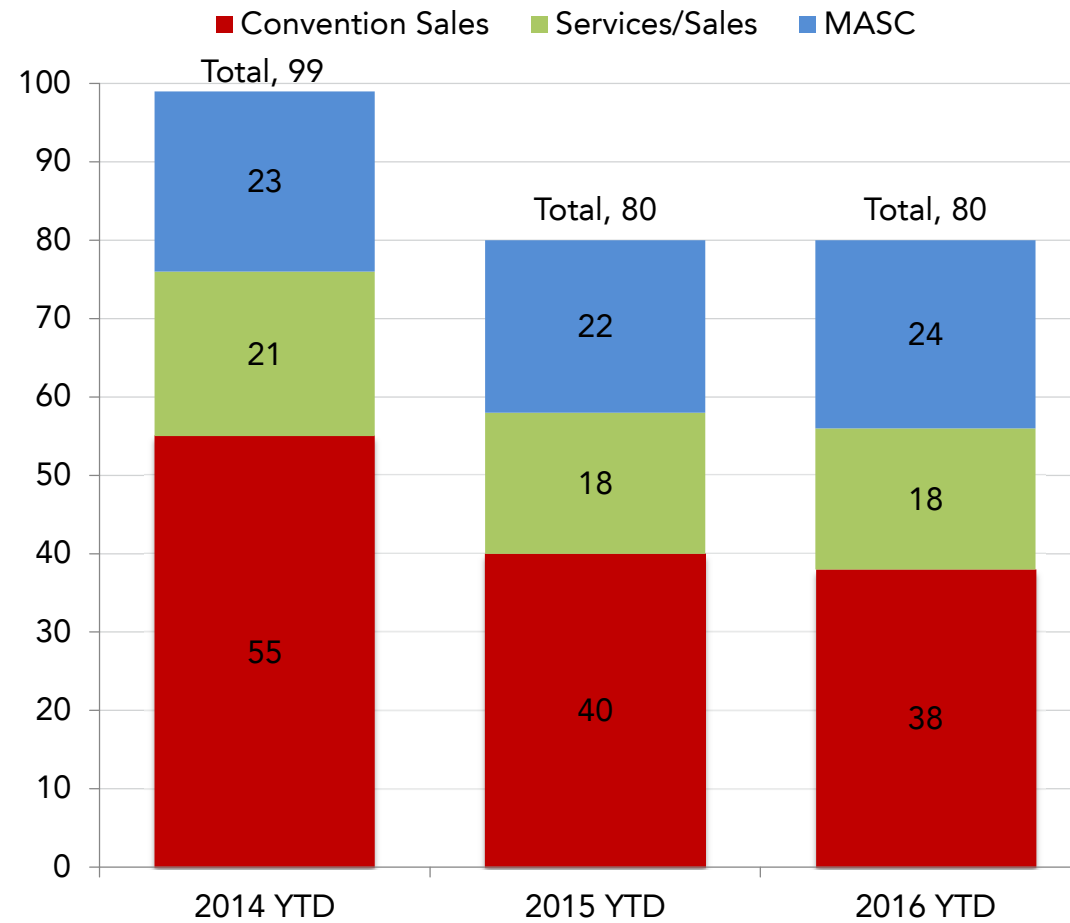
Monona Terrace Contract Revenue

Goal: \$785,000

33.03% goal achieved

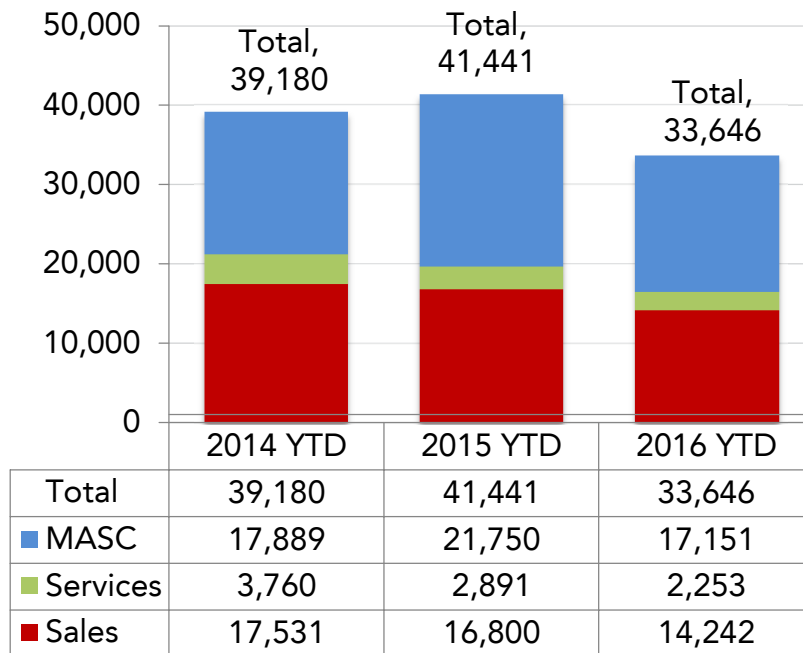


ALL GMCVB & MASC CONFIRMED EVENTS



2016 TOTAL CONTRACTED ROOM NIGHTS FOR GMCVB & MASC

2016 Goal = 92,000
36.57% goal achieved



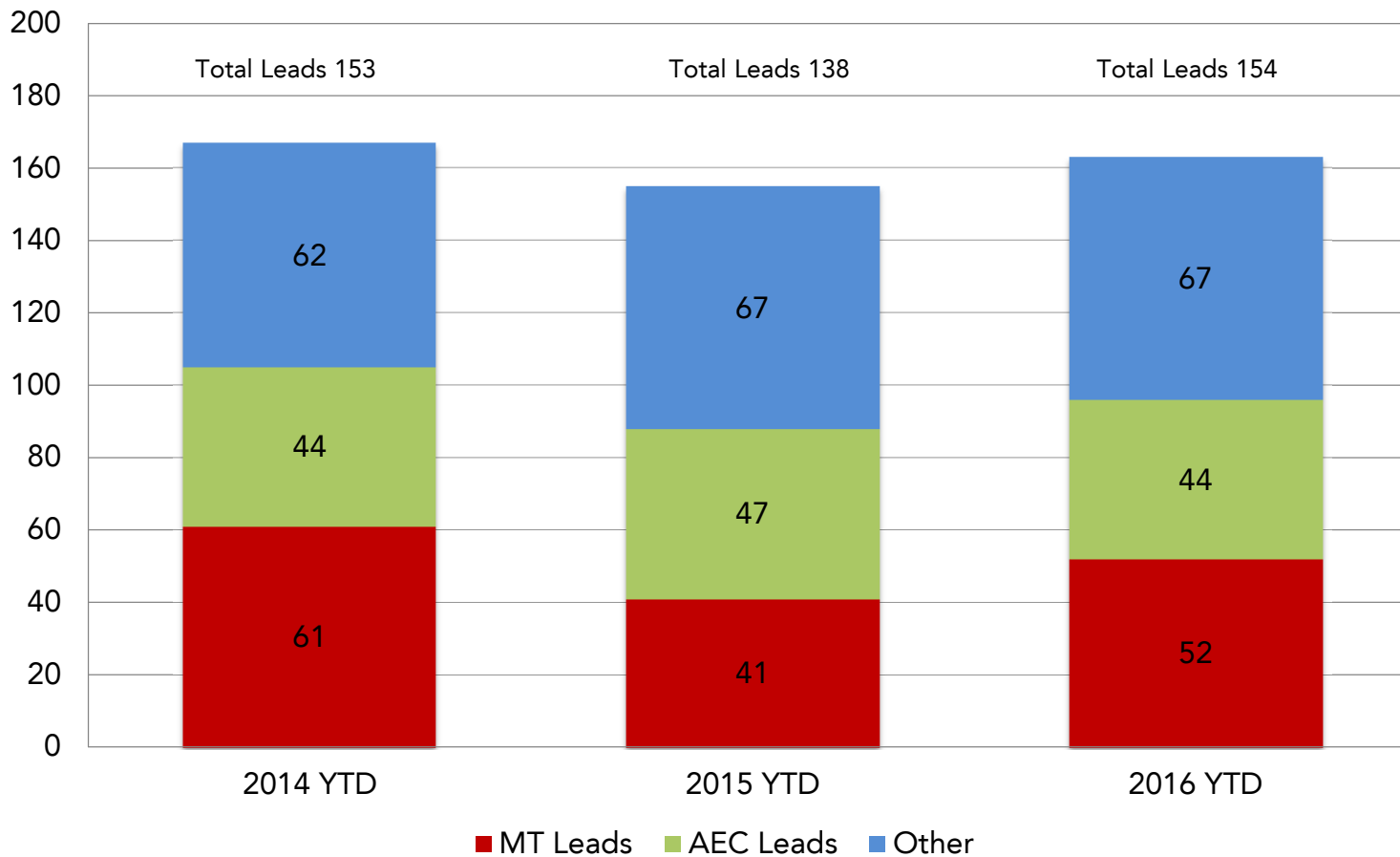
This chart reflects room nights contracted for all GMCVB and MASC confirmed events.

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.

2016 GMCVB & MASC LEAD PRODUCTION



Note: AEC leads do not include Call-in leads. Please see appendix for AEC lead details. Leads can be for more than one facility.

SALES ACTIVITIES

Strategic Sales Activities – June/July 2016

- Association Client Event – St Louis – June 27, 2015

In Market Sales Activities

- MPI World Education Conference – June 11-15, 2016
- PCMA Capitol Chapter Board Retreat – June 16, 2016
- Fair Wisconsin Board Meeting – June 18, 2016
- MPI – WI June Meeting – June 22 -24, 2016
- PGA/American Family Insurance Golf Tournament – June 24-26, 2016
- PCMA Education Conference – June 25-28, 2016
- Concerts on the Square – MPI-WI – July 13, 2016
- CESSE Annual Meeting – July 25-29, 2016
- WSAE Summer Education – July 21, 2016

Site Visits and Pre-Promotions/ June - July

- FBLA-Wisconsin at AEC - Site
- Society for the Advancement of Scandinavian Studies – MT - Site
- Regional Dance America - Midstates



MARKETING & PR

January – June 2016

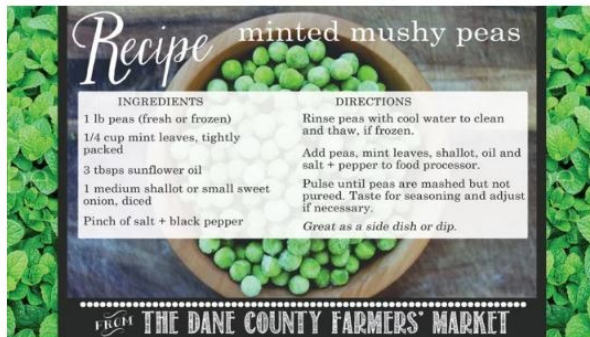
MARKETING: CONTENT MARKETING

FOOD & DRINK

GET ACTIVE

LAKES

EVENTS



**-Content Pages Sessions:
2,908**

**-Content Pages Pageviews:
5,821**

-Top 10 Articles/Topics:

- Best Brunch Spots
- Lake 2 Lake: 22 Things to Do
- Culinary Calendar
- Top 10 Trails to Try—and Why
- A Dozen Don't-Miss ... at the NEW Memorial Union Terrace
- Madison in Minutes
- Ten Places to Dine Alfresco
- Lion King Lookbook
- Arts Alfresco
- Water Sports You've Never Tried ... but Should

-Social Media a Key Driver

MARKETING: LEISURE CAMPAIGNS



SUMMER LOVIN'

Warm days are drifting away—learn why you should plan a trip to Madison now!

[READ MORE >](#)

YEAR-ROUND LEISURE CAMPAIGN

May/June: Agricultural Heritage and Dining

July/August: Lakes and active living

September/October: Sports and Alumni

Total page views: 3,565

Total Sessions: 1,886

Year-over-year Comparison:

Time on Page: 1:46 (up 6% from last year)

Social Media Referral Traffic: 679 page views (up 134%)

Cision: 1,487 clicks in June

Google Adwords: 618 page views for June

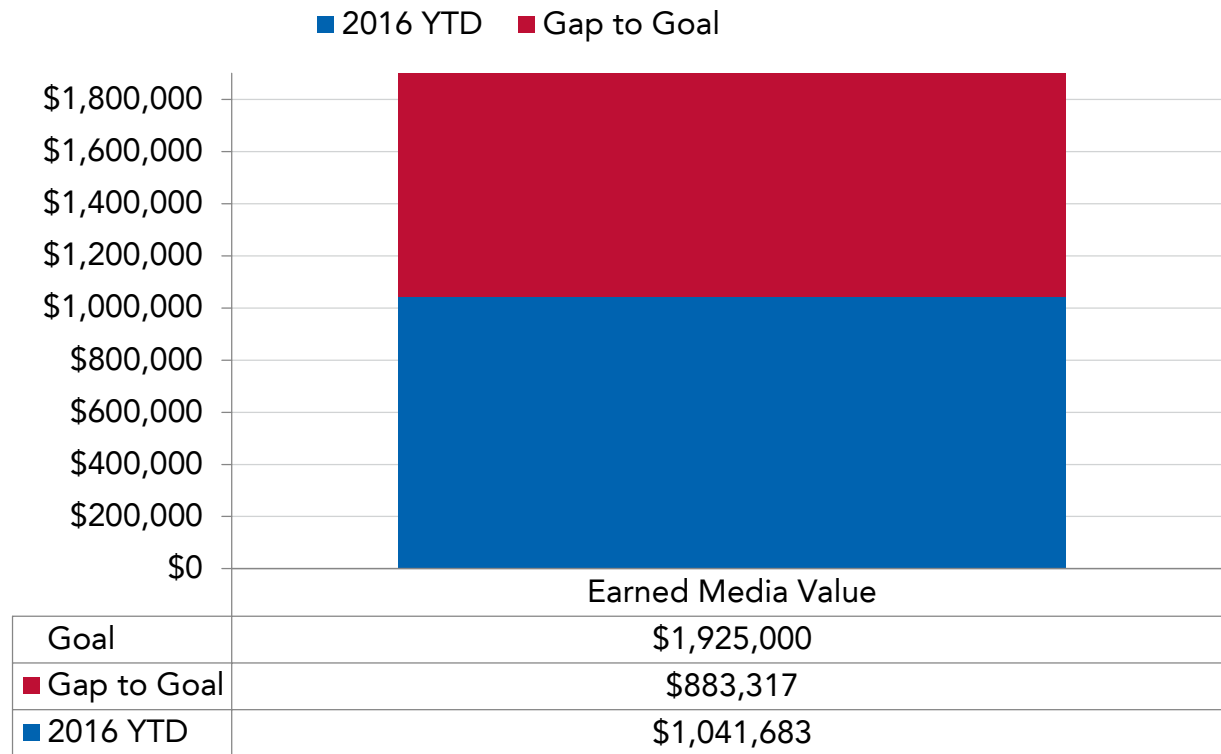
One-week Facebook ad: 614 page views

OTHER UPCOMING LEISURE EFFORTS:

Madison Hotel Week 2017: Participation forms due July 29

Zoo Lights: JEM Grant presentation and kick-off meeting in August

PUBLIC RELATIONS



GMCVB PR HIGHLIGHTS



BEFORE AFTER





MADISON AREA SPORTS COMMISSION



January – June 2016

SPORTS MARKETING HIGHLIGHTS

Morning Sports Report

- The Road to Rio – Former Olympians
- Hosted around 75 guests

American Family Insurance Championship

- Joint sponsorship in partnership with GMCVB
 - Hospitality Suites
 - Spectator Guide Ad
 - Marketing Support

Event Support

- Madison Half Marathon
- WIAA Spring Tournaments
- Wisconsin Milkman
- US Boomerang National Championships

MASC PR HIGHLIGHTS

- WIAA Tournaments (Wrestling and Boys Basketball) in Madison from local media
 - USA Climbing National Championships at Monona Terrace covered by local media both weekends
 - 2nd year of National Speedskating Championships in Verona with good local coverage
 - Morning Sports Report coverage in The Isthmus
 - MASC Youth Grant award winner in weekly local newspapers
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- PGA Champions Tour, local coverage
 - Assisted Golf Channel with B roll
 - MASC Youth Grant local coverage
 - US Boomerang Championships
 - MASC New Board (Midwest Meetings, Connect Sports)
 - Brandon Holstein DMAI 30 under 30 (Midwest Meetings)
 - MASC Olympic Day Event (Midwest Meetings)



APPENDIX.

ALL 2016 **GMCVB** DEFINITE CONTRACTS FOR MONONA TERRACE

New or Non- Annual	Account Name	Lead Name	Event Start Date	Total Rooms	Attend	Direct Spending	Contract Revenue
	L & L Exhibition Management	Madison Home Expo	1/4/2018	125	8,000	\$705,542	\$36,966
	L & L Exhibition Management	Build, Remodel, Landscape	2/7/2018	125	8,000	\$698,776	\$29,295
New	Toppers Pizza, Inc. World HQ	2017 Annual Convention	6/5/2017	403	400	\$198,457	\$17,400
New	Syngenta Crop Protection	Dealer Channel Launch #2	6/29/2016	180	340	\$61,569	\$4,900
	LeMans Corporation	Showcase 2017	8/21/2017	1,530	1,000	\$761,393	\$36,699
Non-Annual	Mary Kay Inc	Career Conference 2017	3/29/2017	260	2,000	\$514,697	\$20,272
Non-Annual	American Public Works Assoc	2017 APWA WI Spring Conf	5/10/2017	120	300	\$86,772	\$15,357
New	Soil and Water Conservation Society	Annual Conference 2017	7/28/2017	635	450	\$344,983	\$17,286
New	Edison Electric Institute	APLIC Fall 2016 Workshop	9/25/2016	250	100	\$87,040	\$5,750
New	Cooperative Educ Services Agency 5	Future Ready Leadrshp Summit	6/13/2016	75	200	\$53,086	\$6,000
	WI Housing &Economic Dev Authority	Multi-Family Housing Conf	9/11/2017	100	600	\$92,415	\$12,215
	Symp on Res in Child Lange Disorders	38th Annual Conference	6/8/2017	490	300	\$188,131	\$5,801
		Contracts Definite = 12		4,293	21,690	\$3,792,861	\$207,941

ALL 2016 **MASC** DEFINITE CONTRACTS FOR MONONA TERRACE

New or Non- Annual	Account Name	Lead Name	Event Start Date	Total Rooms	Attend	Direct Spending	Contract Revenue
	World Triathlon Corporation	IRONMAN Wisconsin 2017	9/5/2017	6,141	30,000	\$4,189,572	\$31,932
	Gymfinity Children's Activity Cntr	2017 Gymnastics Invitational	2/25/2017	230	1,200	\$130,914	\$14,530
	Madison Festivals Inc	2017 Run Madtown	5/26/2017	798	4,500	\$290,791	\$4,910
		Contracts Definite = 3		7,169	35,700	\$4,611,277	\$51,372

ALL CURRENT **GMCVB** PENDING CONTRACTS FOR MONONA TERRACE

<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 Amount</u>
Cognitive Science Society	2018 Annual Conference	7/23/2018	1,790	1,000	\$942,737	\$68,179
Environmental Design Research Assoc	2017 EDRA Annual Conf	5/30/2017	890	500	\$406,776	\$30,013
Soc for Advancement of Scandinavian Study	Annual Conference 2019	5/1/2019	650	275	\$235,196	\$14,528
Contracts Pending = 3			3,330	1,775	\$1,584,709	\$112,720

ALL CURRENT **MASC** PENDING CONTRACTS FOR MONONA TERRACE

Account Name	Lead Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Amount
Madison Festivals Inc	2017 Fall Madison Marathon	11/10/2017	405	8,000	\$502,468	\$6,672
Contracts Pending = 1			405	8,000	\$502,468	\$6,672

MONONA TERRACE – GMCVB & MASC

Confirmed Events in 2016

Account Name	Event Start Date	Room Nights	Attendance	Direct Spending	Contract Amount
L & L Exhibition Management	1/7/2016	125	10,000	\$643,425	\$35,697
USA Climbing	1/22/2016	727	1,500	\$662,073	\$52,860
L & L Exhibition Management	2/10/2016	125	8,000	\$705,418	\$28,329
Wisconsin School Counselor Association	2/15/2016	765	1,200	\$576,796	\$21,615
Gymfinity Children's Activity Center	2/26/2016	100	1,200	\$126,558	\$14,164
Mary Kay Inc	3/23/2016	202	2,000	\$303,940	\$21,304
Wisconsin Medical Society	4/1/2016	170	300	\$163,800	\$12,231
Pharmacy Society of Wisconsin	4/5/2016	90	250	\$120,480	\$9,984
National Assoc for Campus Activities	4/6/2016	798	800	\$502,000	\$44,870
Wisconsin Association of School Nurses	4/13/2016	202	250	\$111,162	\$10,517
Central States Water Environment Association	4/18/2016	25	150	\$22,107	
AIA Wisconsin	4/26/2016	120	2,000	\$160,640	\$27,751
Amer Soc of Heating, Refrigeration & AC Engineers	4/28/2016	100	200	\$90,375	\$5,935
Sonic Foundry	5/1/2016	710	290	\$291,160	
Central States Water Environment Association	5/16/2016	250	400	\$200,200	\$12,797
UW-Madison Russian Flagship	5/20/2016	565	140	\$147,435	
Madison Festivals Inc	5/27/2016	539	4,500	\$248,295	\$5,780
National Farm to School Network	5/30/2016	2,400	1,300	\$1,011,359	\$30,575

MONONA TERRACE – GMCVB & MASC

Confirmed Events in 2016

Account Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Revenue
High Temperature Plasma Diagnostics	6/5/2016	930	300	\$353,065	\$12,585
UW Health Public Affairs	6/6/2016	300	300	\$120,087	
International Conf on Quantitative Genetics	6/11/2016	1,850	1,000	\$1,029,984	
Cooperative Educational Services Agency CESA 5	6/13/2016	75	200	\$53,086	\$6,000
Symp on Research in Child Language Disorders	6/15/2016	490	300	\$190,313	\$5,736
Association of Wisconsin School Administrators	6/21/2016	323	500	\$291,200	\$25,361
Syngenta Crop Protection	6/27/2016	180	340	\$61,569	\$4,900
Society for Conservation Biology	7/15/2016	1,735	800	\$741,433	\$38,214
International Herpesvirus Workshop	7/22/2016	1,385	450	\$451,800	\$43,419
American Meteorological Society	8/13/2016	1,184	375	\$492,274	\$23,100
LeMans Corporation	8/22/2016	1,600	1,000	\$811,982	\$46,748
World Triathlon Corporation	9/6/2016	7,572	30,000	\$4,244,405	\$32,269
Wisconsin Section of American Water Works Assoc	9/13/2016	460	500	\$336,700	\$22,110
Edison Electric Institute	9/25/2016	250	100	\$87,040	\$5,750
North American Assoc for Environmental Education	10/16/2016	1,716	1,000	\$1,021,398	\$55,389
Wisconsin Music Educators Association	10/26/2016	1,257	5,000	\$928,200	\$33,909
Society of American Foresters	10/30/2016	2,843	1,300	\$1,416,424	\$59,362
Upper MW Reg-Assoc College & Univ Housing Officers	11/6/2016	790	500	\$350,625	\$22,655
Madison Festivals Inc	11/10/2016	559	8,000	\$493,038	\$10,455
Wisconsin Housing and Economic Dev Authority	11/13/2016	60	600	\$80,492	\$12,010
Lead Wisconsin	11/19/2016	10	80	\$7,043	
	39 Events	33,582	87,125	\$19,649,381	\$794,381