



**GREATER MADISON CONVENTION & VISITORS BUREAU
and MADISON AREA SPORTS COMMISSION**

**2017 DESTINATION SALES & MARKETING
INVESTMENT PROPOSAL**

Presented to City of Madison Room Tax Commission

25 August 2016

WHY TOURISM MATTERS

Destinations that made destination promotion part of their economic development strategy and invested in attracting visitors outperformed other destinations in the overall economy.



- Oxford Economics Nov 2014

WHY YOU SHOULD CARE

**In 2015, every dollar invested
in our organizations
provided**

\$15.47 Return on Investment

GREATER MADISON CONVENTION & VISITORS BUREAU

WHO WE ARE

The (GMCVB) is an economic development entity that engages in strategic and dynamic activities to generate economic impact through tourism.

WHAT WE DO

The objective of the GMCVB is to increase visitor volume and spending by bringing convention, event and leisure business to the area. We do this by:

- > Attracting conventions and tradeshow
- > Providing service and support to events
- > Producing and providing comprehensive information for visitors
- > Promoting the destination and brand

GMCVB INVESTMENT REQUEST

- > **Greater Madison CVB Base Funding:** **\$ 3,504,000***
- > **Monona Terrace Event Assistance Booking Fund:** **\$ 250,000**

**Based on the GMCVB contract with the City of Madison, the GMCVB receives 24% of the 2016 Room Tax Collections, forecast at \$14,600,000*

GMCVB TOURISM PROMOTION & MARKETING

The City of Madison's investment supports GMCVB **activities** including:

- > **Direct Sales** for future conferences and conventions
- > Hosting **Event Client Site Visits** and FAMiliarization tours
- > **Housing & reservations services** for key event clients
- > **Pre, post and on-site services** for events
- > **Public Relations engagement** generating earned media
- > Hosting **Travel and Trade media writers**
- > **Robust website** development and maintenance
- > **Marketing programs, promotions and social media engagement**
- > Production of **visitor guides, maps, etc.**

INVESTMENT PLAN: ENHANCED BOOKING ASSISTANCE

We recommend the City increase allocation for event assistance to \$250,000 (1.7%) of the TOT, to serve as an additional tool to secure future business for Monona Terrace.

Our rationale:

- There is increasing demand for event assistance to secure business
- This fund was last increased in 2012 and represented 1.8% of Room Tax Collections at that time.

We request an increase in the allocation to bring the amount to 1.7% of 2016 Room Tax Collections.

MADISON AREA SPORTS COMMISSION

WHO WE ARE

The Madison Area Sports Commission (MASC) is an **destination sports marketing** entity that engages in strategic and dynamic activities to **generate economic impact through sports tourism**.

WHAT WE DO

The objectives of the MASC are to **enhance the awareness and reputation of Madison as a sports destination** and to **increase visitor volume and spending** by bringing sporting events and competitions to the destination. We do this by:

- > Attracting regional, national and international sporting events to the community through direct selling and marketing activities
- > Providing service and support to existing and repeat events
- > Promoting the destination and brand nationally, regionally and locally

Additionally, we are committed to giving back to our communities by supporting youth sports engagement through our youth grant program

MADISON AREA SPORTS COMMISSION INVESTMENT REQUEST

2017 Madison Area Sports Commission Request: \$ 150,000

MASC Activities include:

- > Managing Ironman Wisconsin contract, logistics and services
- > Securing Monona Terrace contract revenue
- > Direct Sales for New and Repeat Sports Events
- > PR & marketing support to attract visitors to and support sporting events (WIAA, etc.)
- > Developing and maintaining a robust web-site (www.madisonsports.org)
- > Providing industry expertise to local sports product development conversations (incl. Yahara Gateway project – a joint engagement between the City of Madison and the Ho-Chunk Nation)
- > Providing underserved youth sports opportunities through our Youth Grant Program

THANK YOU

- > For your interest in tourism marketing and promotion
- > For your role on the City of Madison's first Room Tax Commission

APPENDIX

2017 INVESTMENT PROPOSAL

Tourism spending **brings new money** into our community – supporting jobs and generating sales revenues, income and tax benefits for our community that otherwise would not be present.

- > In 2015, Dane County visitor direct spending totaled \$1.15 billion –a 6.2% increase from 2014 - generating total business sales of over \$1.98 billion

- >Tourism spending **supports over 21,000 jobs** – of all levels and all abilities in Dane County and is an excellent “ladder” career/profession

- >Tourism spending in Dane County contributed \$148 million in state and local taxes – a 4.3% increase over 2014

- >In the absence of the state and local taxes generated by tourism, each Dane County household would need to pay **\$700** to maintain the current level of government services.

2016 DESTINATION LEADERSHIP ACTIVITIES

INDUSTRY REPRESENTATION WITHIN THE STATE OF WISCONSIN

- > Wisconsin Governor's Council on Tourism
- > Department of Tourism: Lead Meetings & Convention (M&C) Committee
- > Serve on WACVB & Department of Tourism Sports Marketing Committee

MADISON AND DANE COUNTY REPRESENTATION WITHIN THE STATE

- > Board of Directors, WI Association of Convention & Visitors Bureaus (WACVB)

MADISON AND DANE COUNTY REPRESENTATION NATIONALLY

- > Destination Marketing Association International(DMAI) – serve on Education Committee, Sales & Marketing Committee
- > Attend DMAI's Annual Convention, CEO Forum, CMO Forum and Convention Sales Forum

ORGANIZATIONAL LEADERSHIP ENGAGEMENT

- > Judge Doyle Square development
- > Alliant Energy Center Task Force & Strategic Design Committee
- > Madison Festivals Board of Directors
- > DMI Quality of Life Downtown/Safety Committee
- > Badger Air Community Council

GMCVB TOURISM PROMOTION & MARKETING

The City of Madison's 2015 investment supported Sales, Services & Marketing results including:

- > Direct sales resulting in **79** future conventions that will generate **\$44.1 million** in **direct spending** in our community
- > Contracting for **\$632,011** in **Monona Terrace convention space rental income**
- > Hosting **59 client site visits** and a comprehensive, multi-day client FAMiliarization visit
- > Providing **housing services & reservations** for key event clients including Epic and Ironman, representing **46,000+** room night reservations
- > Provide pre, post and on-site services to 170 events
- > Provide customized visitor services and on-site support to **World Dairy Expo**

GMCVB TOURISM PROMOTION & MARKETING - Continued

- > Generating **\$2.45 million** in earned media promoting Madison through **public relations efforts**
- > **Hosting 12, qualified travel writers** on comprehensive site visits
- > Develop and maintain a robust **web-site** garnering over **2.1 million page views**
- > **Social media presence** on Facebook, Twitter and Instagram
- > **Marketing programs** to attract leisure visitors such as **Hotel Week**
- > Production & distribution of Visitors Guides and maps to over **200,000** visitors
- > Operating of **visitor information area** at **Dane County Regional Airport**

MADISON AREA SPORTS COMMISSION ACTIVITIES

2015 Performance Results of MASC include:

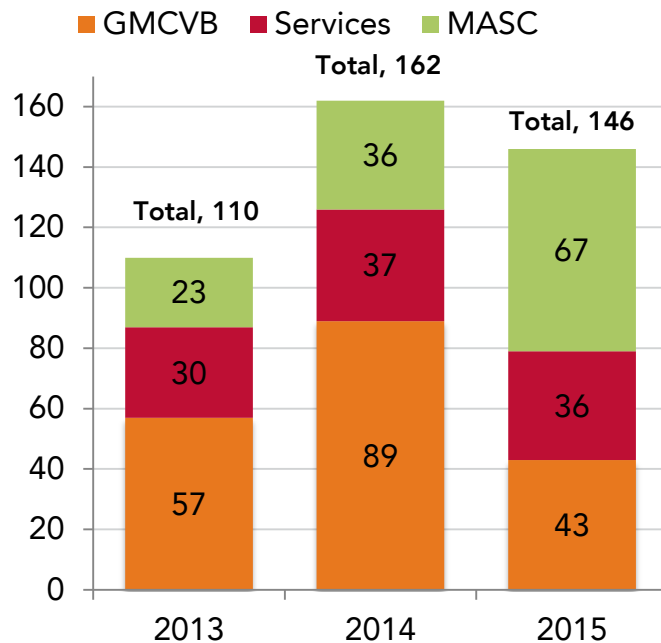
- > Successfully managing Ironman Wisconsin contract, logistics and services (takes place at Monona Terrace)
- > **\$115,528** in Monona Terrace contract revenue
- > Secured **67** future events generating **\$17.3** million in future direct spending.
- > Provided marketing support for **15 WIAA tournaments**, including **WIAA Boys Basketball**.
- > Provided PR & marketing support to attract visitors to attend sporting events
- > Developed and maintained a robust web-site (www.madisonsports.org)
- > Provided industry expertise to local sports product development conversations, most notably the **Yahara Gateway project** – a joint engagement between the City of Madison and the Ho-Chunk Nation.
- > Provided underserved youth sports opportunities through our **Youth Grant Program**

2017 INVESTMENT PROPOSAL

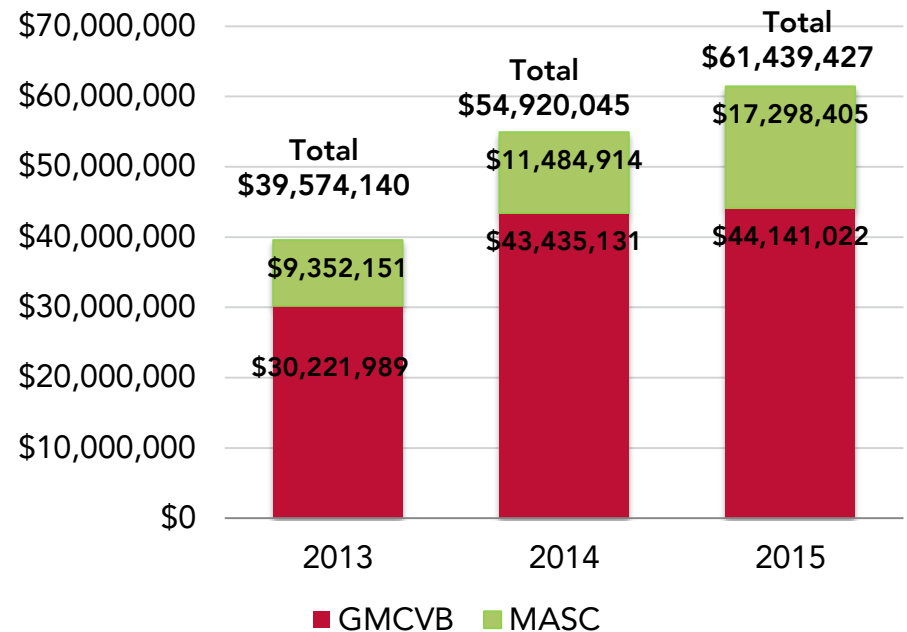
ALL GMCVB & MASC CONFIRMED EVENTS: 2015

The GMCVB and MASC sold **146 events** in 2015 that will generate an estimated **\$61.4 million** in economic impact in future years.

All Confirmed Events



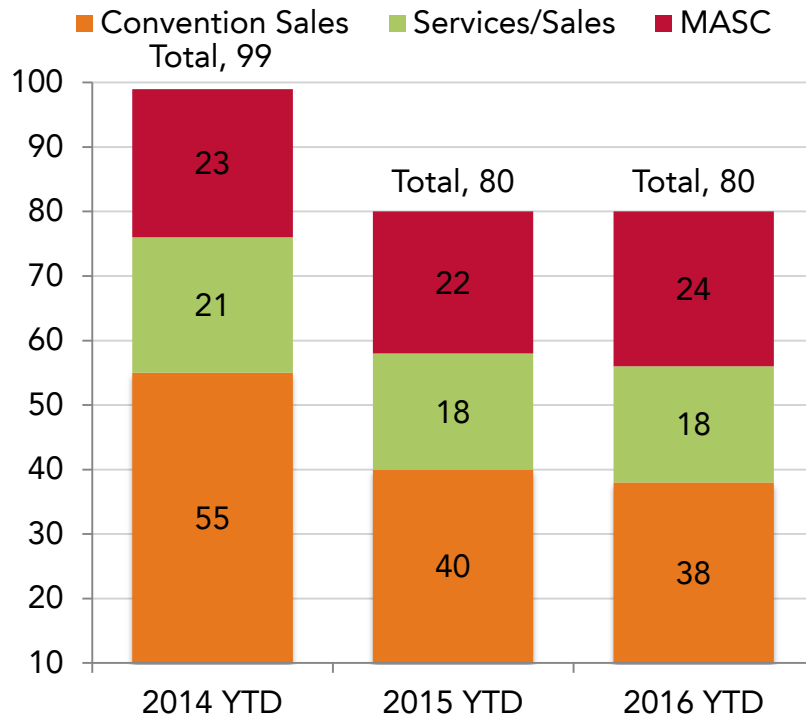
Direct Spending for All Confirmed Events



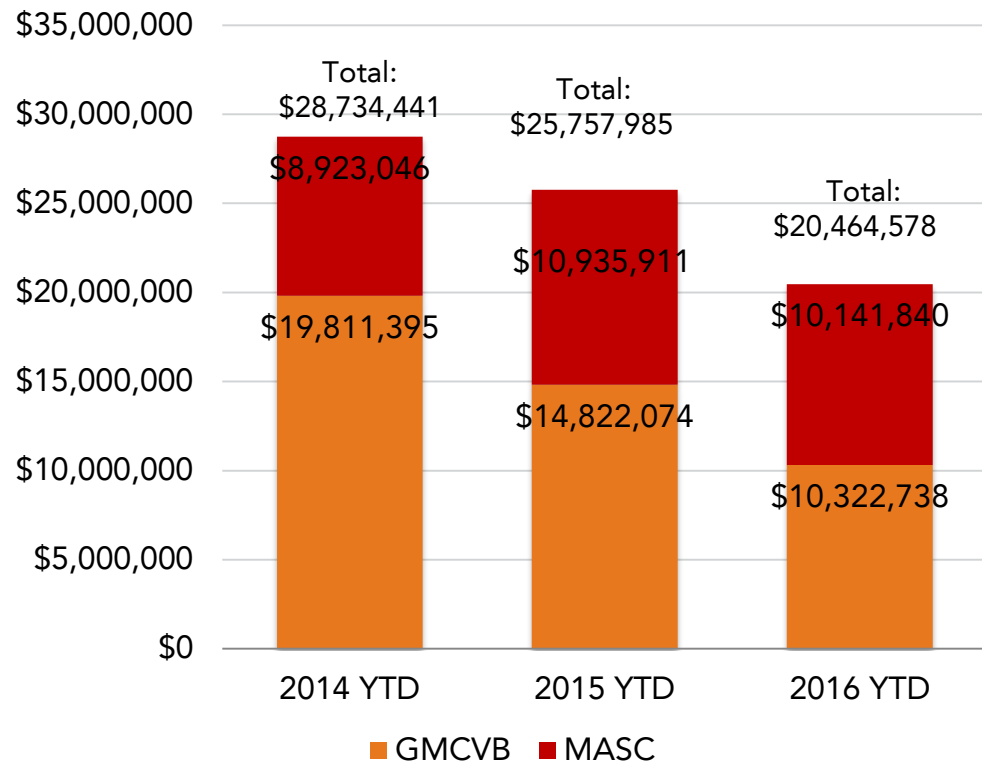
2017 INVESTMENT PROPOSAL

ALL GMCVB & MASC CONFIRMED EVENTS: JAN- JUN 2016

All Confirmed Events



Direct Spending for All Confirmed Events



2017 INVESTMENT PROPOSAL

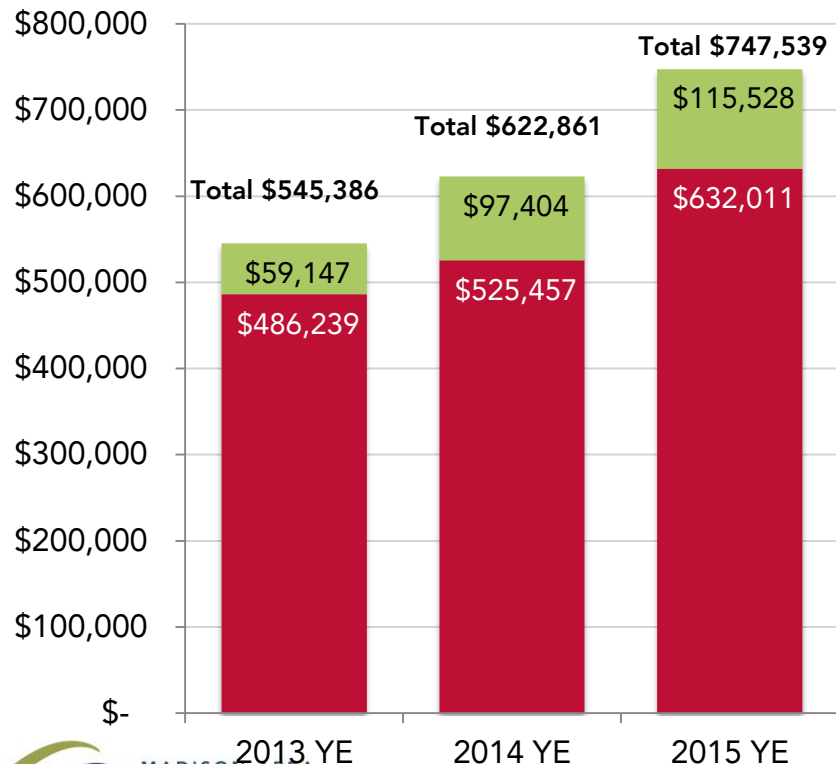
2015 YEAR END: MONONA TERRACE CONTRACT REVENUE FOR GMCVB & MASC

Monona Terrace Contract Revenue

Goal: \$745,000

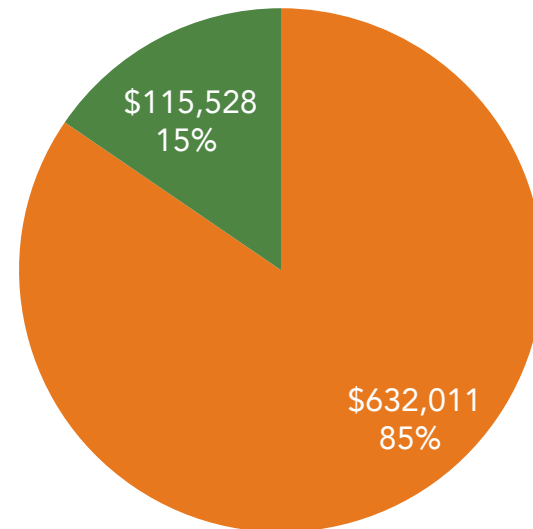
100.34% goal achieved

■ GMCVB ■ MASC



MT All Contracted Events Breakdown 2015 YE

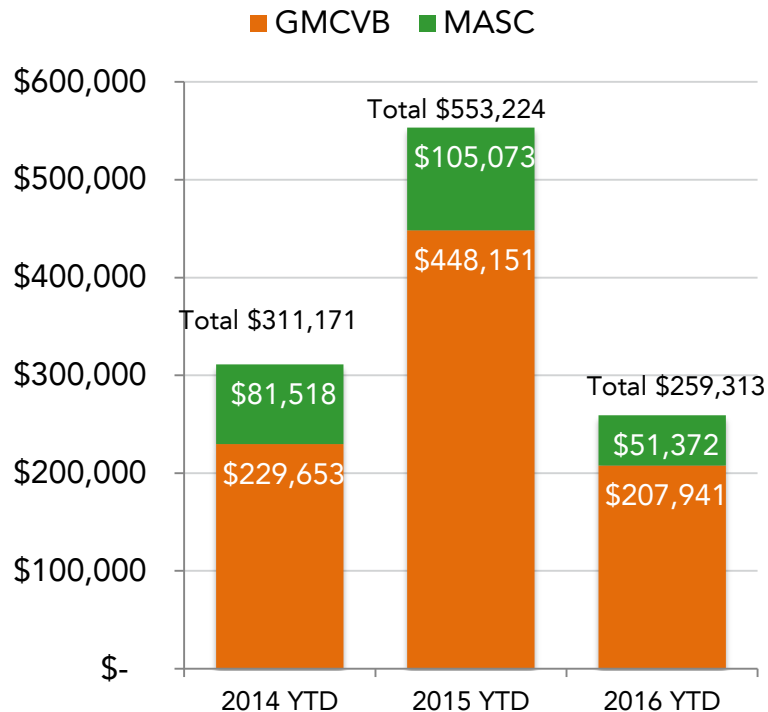
■ Convention Sales ■ Sports



2017 INVESTMENT PROPOSAL

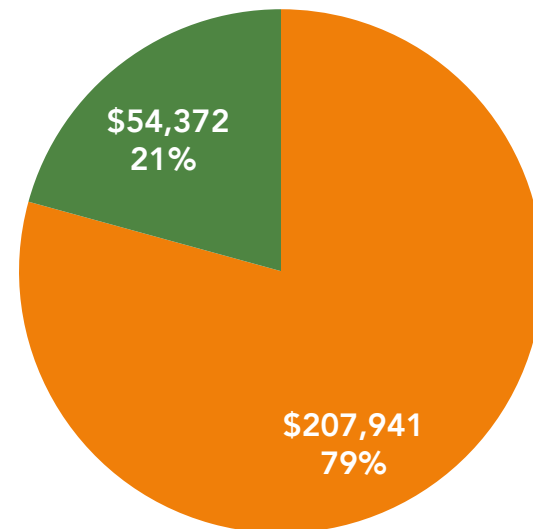
2016 YTD MONONA TERRACE CONTRACT REVENUE FOR GMCVB & MASC

Monona Terrace Contract Revenue
Goal: \$785,000
33.03% goal achieved



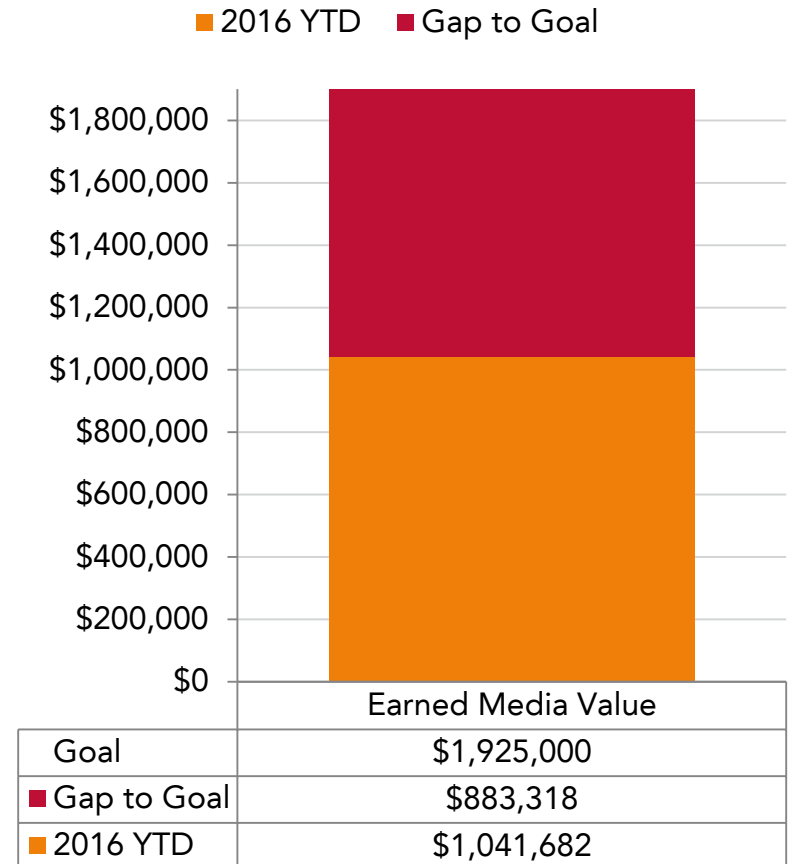
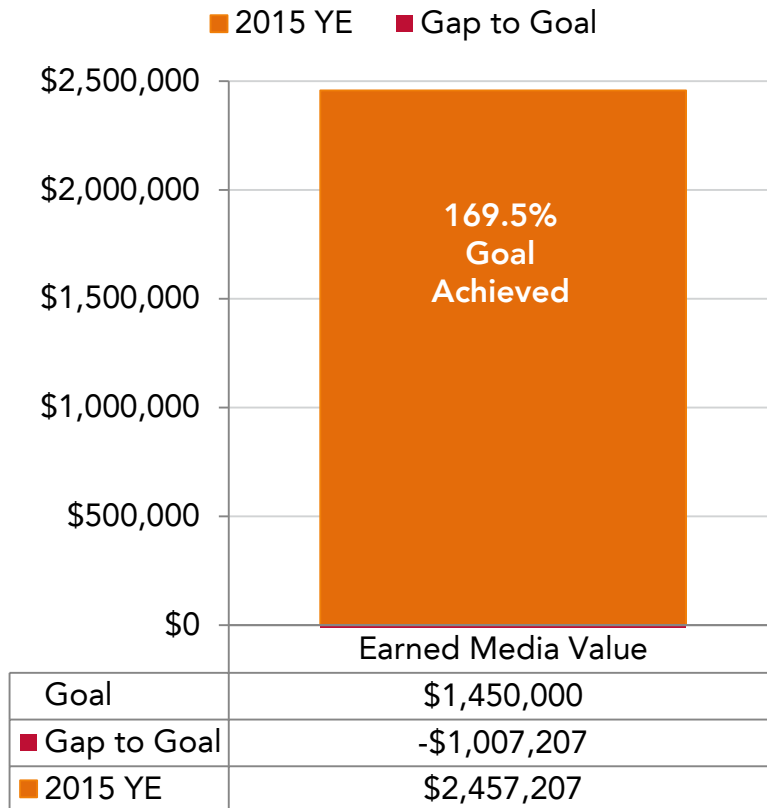
**MT ALL CONTRACTED EVENTS
BREAKDOWN
2016 YTD**

■ Convention Sales ■ Sports



2017 INVESTMENT PROPOSAL

PUBLIC RELATIONS ACCOMPLISHMENTS: 2015 and 2016 YTD



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

2015 GMCVB & MASC TOP WINS BY CONTRACT REVENUE

Account Name Definite Contracts	Facility	Start Date	Total Rooms	Attend	Direct Spending	Contract Revenue
Wizard World, Inc.	AEC	4/7/2016	501	10,000	\$1,234,394	\$153,300
American Angus Association	AEC	7/4/2018	2,588	3,000	\$1,723,895	\$139,620
ASLO (Limnology and Oceanography)	MT	6/6/2020	2,900	900	\$1,313,134	\$83,206
Working Western Horse Celebration	AEC	8/7/2018	1,750	5,000	\$1,468,498	\$81,000
Clydesdale Breeders of the USA	AEC	10/24/2018	1,500	7,500	\$1,776,730	\$80,000
Working Western Horse Celebration	AEC	8/8/2017	1,750	5,000	\$1,436,863	\$78,000
Working Western Horse Celebration	AEC	8/9/2016	1,750	5,000	\$1,408,051	\$75,000
Cryogenic Engineering Conference	MT	7/9/2017	1,845	800	\$877,151	\$59,253
North Amer Assoc for Environmental Education	MT	10/16/2016	1,716	1,000	\$1,021,398	\$55,389
USA Climbing	MT	1/22/2016	727	1,500	\$662,073	\$52,860
LeMans Corporation	MT	8/22/2016	1,600	1,000	\$811,982	\$46,748
United States Trampoline & Tumbling Assoc	AEC	6/18/2017	1,225	3,000	\$1,189,718	\$44,100
Wisconsin Music Educators Association	MT	10/26/2022	481	7,000	\$1,146,518	\$39,381
Wisconsin Music Educators Association	MT	10/27/2021	481	7,000	\$1,120,811	\$37,504
American Society of Pharmacognosy	MT	7/13/2019	1,414	600	\$698,026	\$37,167
Wisconsin Music Educators Association	MT	10/28/2020	481	7,000	\$1,095,534	\$35,718
L & L Exhibition Management	MT	1/5/2017	60	8,000	\$695,652	\$35,205
Wisconsin Music Educators Association	MT	10/23/2019	481	5,000	\$469,872	\$34,016
World Triathlon Corporation	MT	9/6/2016	7,572	30,000	\$4,244,405	\$32,269
National Farm to School Network	MT	5/31/2016	2,400	1,300	\$1,011,359	\$30,575
L & L Exhibition Management	MT	2/8/2017	50	8,000	\$679,221	\$29,061
AIA Wisconsin	MT	5/7/2019	110	2,000	\$331,798	\$28,712
Ho-Chunk Nation	AEC	9/17/2015	30	2,000	\$123,337	\$28,050

2015 GMCVB & MASC TOP WINS BY CONTRACT REVENUE

Account Name Definite Contracts	Facility	Start Date	Total Rooms	Attend	Direct Spending	Contract Revenue
American Meteorological Society	MT	8/13/2016	1,184	375	\$492,274	\$23,100
Stampin Up	AEC	11/3/2016	0	1,000	\$68,507	\$21,650
Townsquare Media	AEC	3/4/2016	0	5,000	\$319,902	\$15,900
JAM Brands	AEC	11/6/2015	20	250	\$26,388	\$15,800
Gymfinity Children's Activity Center	MT	2/26/2016	100	1,200	\$126,558	\$14,164
Gymfinity Children's Activity Center	AEC	3/18/2016	190	750	\$92,503	\$13,650
Wisconsin Interscholastic Horsemanship Association	AEC	10/26/2017	250	750	\$200,772	\$13,520
Wisconsin Interscholastic Horsemanship Association	AEC	10/15/2015	250	750	\$193,272	\$13,000
Wisconsin Interscholastic Horsemanship Association	AEC	10/27/2016	250	750	\$196,685	\$13,000
High Temperature Plasma Diagnostics	MT	6/5/2016	930	300	\$353,065	\$12,585
Wisconsin Housing and Economic Dev Authority	MT	11/13/2016	60	600	\$80,492	\$12,010
Wisconsin Housing and Economic Dev Authority	MT	11/16/2015	60	600	\$80,430	\$10,530
Madison Festivals Inc	MT	11/12/2016	559	8,000	\$493,038	\$10,455
Pharmacy Society of Wisconsin	MT	4/6/2017	90	250	\$60,758	\$10,180
Deseret Book Company	AEC	9/9/2016	0	1,000	\$91,854	\$9,500
The Enthusiast Network	AEC	6/5/2015	405	3,000	\$534,018	\$7,600
Women's Flat Track Derby Association	AEC	5/26/2016	270	400	\$178,315	\$7,425
Amer Soc of Heating, Refrigerating and AC Engineers	MT	4/28/2016	100	200	\$90,375	\$5,935
Madison Festivals Inc	MT	5/27/2016	539	4,500	\$248,295	\$5,780

2015 GMCVB & MASC TOP WINS BY CONTRACT REVENUE

Account Name Definite Contracts	Facility	Start Date	Total Rooms	Attend	Direct Spending	Contract Revenue
Symposium on Research in Child Language Disorders	MT	6/9/2016	490	300	\$190,313	\$5,736
Serve Wisconsin AmeriCorps	AEC	10/16/2015	0	500	\$11,688	\$5,525
Life Leadership	AEC	5/9/2015	0	1,000	\$65,063	\$4,200
Britt World Wide	AEC	5/16/2015	0	450	\$11,008	\$2,995
Britt World Wide	AEC	8/29/2015	0	450	\$11,008	\$2,995
Madison PHP	AEC	11/13/2015	0	200	\$6,687	\$2,990
Centare	AEC	12/7/2015	0	20	\$2,565	\$2,095
Talent HQ	AEC	10/29/2015	0	200	\$3,155	\$1,795
TOTALS			39,159	154,395	\$30,769,408	\$1,580,249