



PERFORMANCE REPORT

January – December 2016



LEADERSHIP

January – December 2016

PERFORMANCE REPORT: Q4 & YTD 2016

In 2016, the Greater Madison Convention & Visitors Bureau (GMCVB) and Madison Area Sports Commission (MASC) achieved the following:

- Contracted for **166 future events** that are expected to generate **over \$73 million in direct spending** (economic impact) in our communities.
- Achieved **\$560,000 in Monona Terrace Contract Revenue, 72% of goal.**
- **Contracted for 86 future Monona Terrace events**, 9 more than in 2015.
- Earned **\$2.7 million** in Public Relations **earned media** value.

We continued to pursue several strategic initiatives during through the fourth quarter of 2016:

- Destination Visioning initiative to identify future vision for greater Madison
- Continued engagement in the Alliant Energy Center Feasibility Study Committee and provided data to Hunden Strategic Partners for the study
- Continued support for Truax / 115th Fighter Wing efforts and Badger Air Community Council
- World Dairy Expo support: Provided extensive welcome materials, recognition and media support for World Dairy Expo's 50th Anniversary
- Were actively engaged in the feasibility study for Ho Chunk's Four Lakes project (supported by Ho Chunk Nation and City of Madison)
- Reported to City of Madison Room Tax Commission
- Met with developers of various hotel projects
- Engaged in Nolen Waterfront concepts with Madison Design Professionals and Zebradog

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



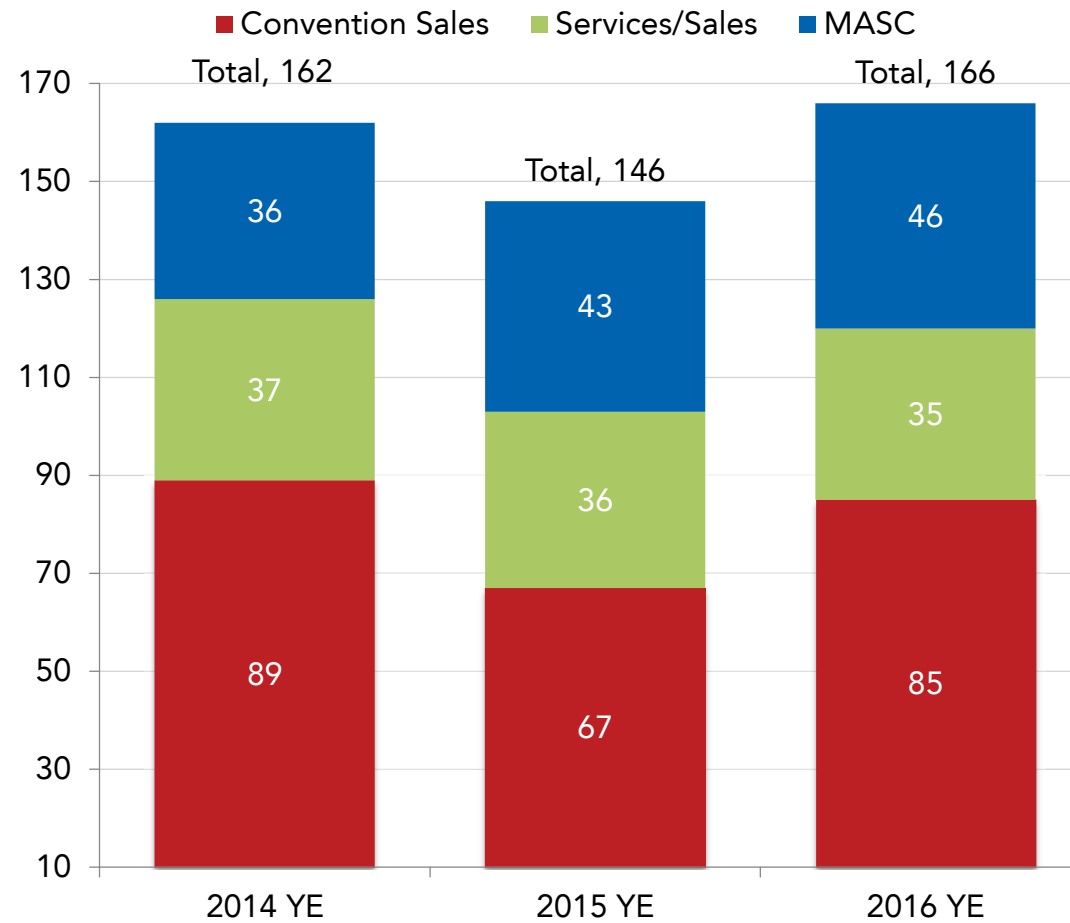
SALES

January – December 2016

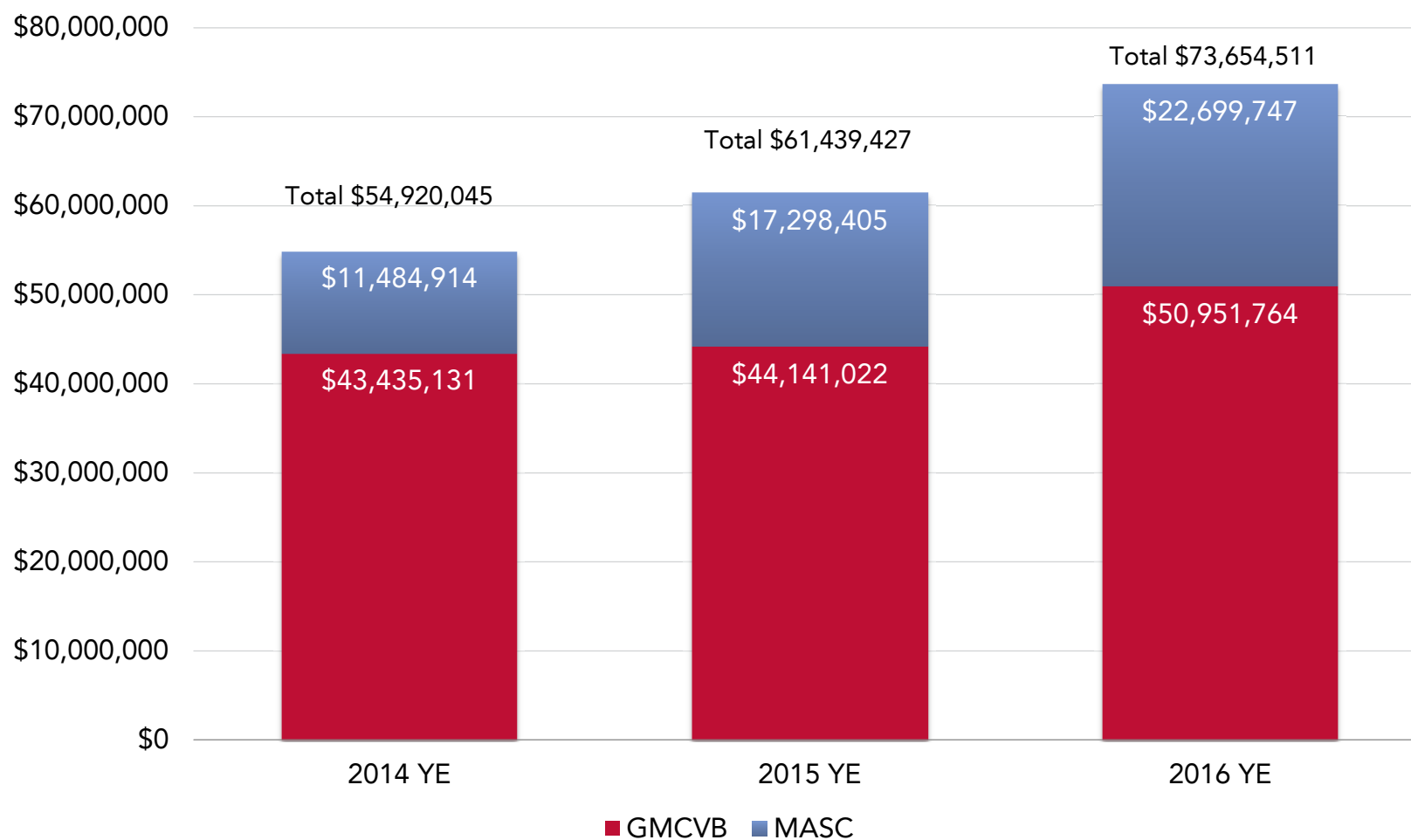
Q 4 2016 SALES ACTIVITIES

- World Dairy Expo Exhibitor Lounge – Madison – October
- MPI WI Education Summit – Milwaukee – October
- PCMA Heartland Chapter – Kansas City – October
- Washington DC Sales Trip – WDC – October
- PCMA Capital Chapter Event – Washington DC – October
- IMEX America – Las Vegas – October
- Helms Briscoe Event – Minneapolis – November
- Nursing Organization Alliance – Omaha – November
- No American Livestock Exhibition – Louisville – November
- MPI Great Lakes Education Summit – Kalamazoo – November
- IAEE Expo! Expo! – Anaheim – December
- DMAI Convention Sales Summit – Chicago - December

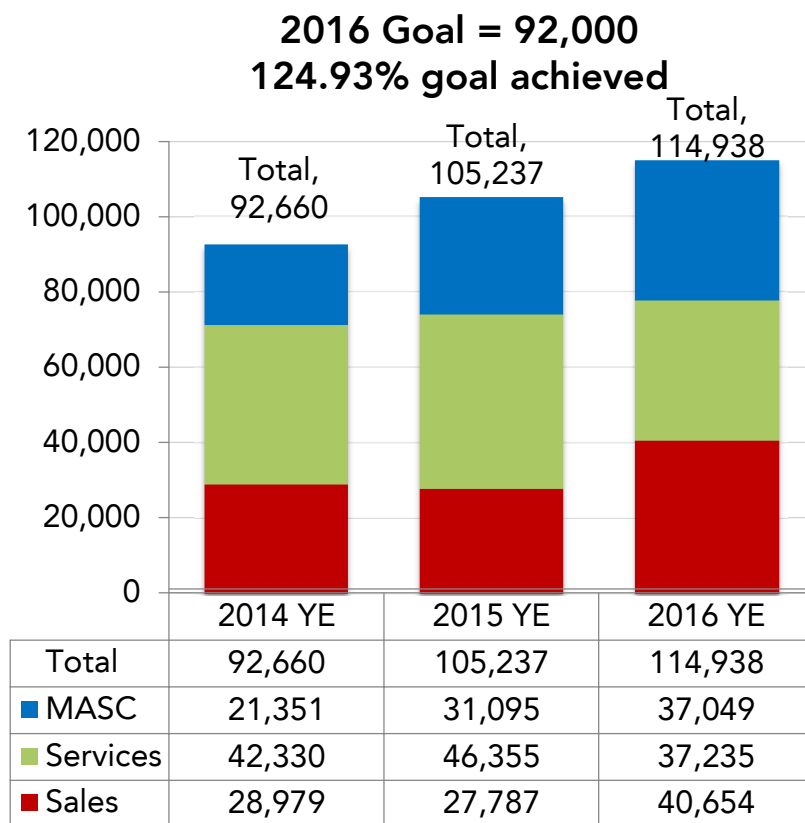
ALL GMCVB & MASC 2016 FUTURE CONFIRMED EVENTS



2016 GMCVB & MASC DIRECT SPENDING FOR FUTURE EVENTS



2016 TOTAL CONTRACTED FUTURE ROOM NIGHTS FOR GMCVB & MASC



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.

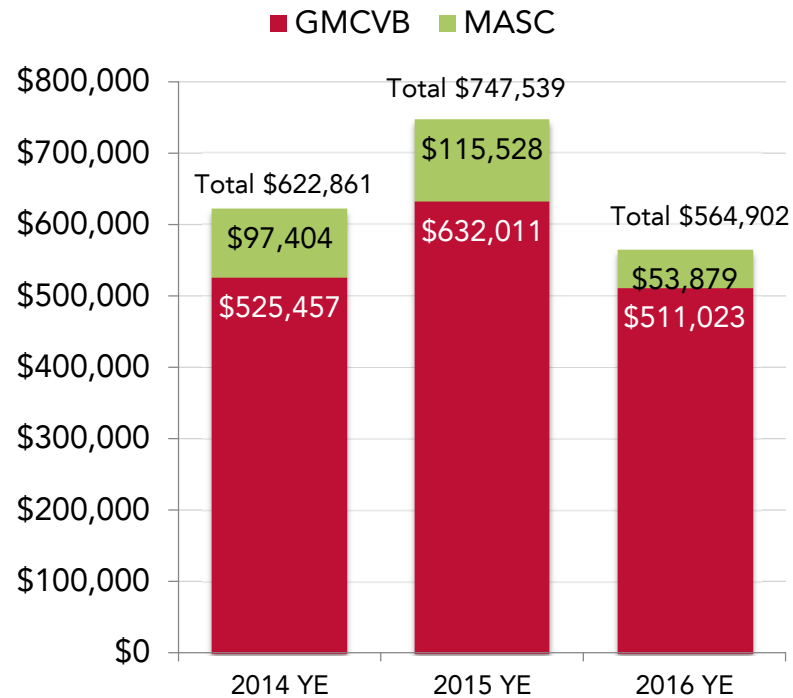
The MASC is currently working on tracking room nights for events for which it provides services, such as WIAA. The goal is to provide this information in future reports.

2016 GMCVB & MASC MONONA TERRACE FUTURE CONTRACTED REVENUE

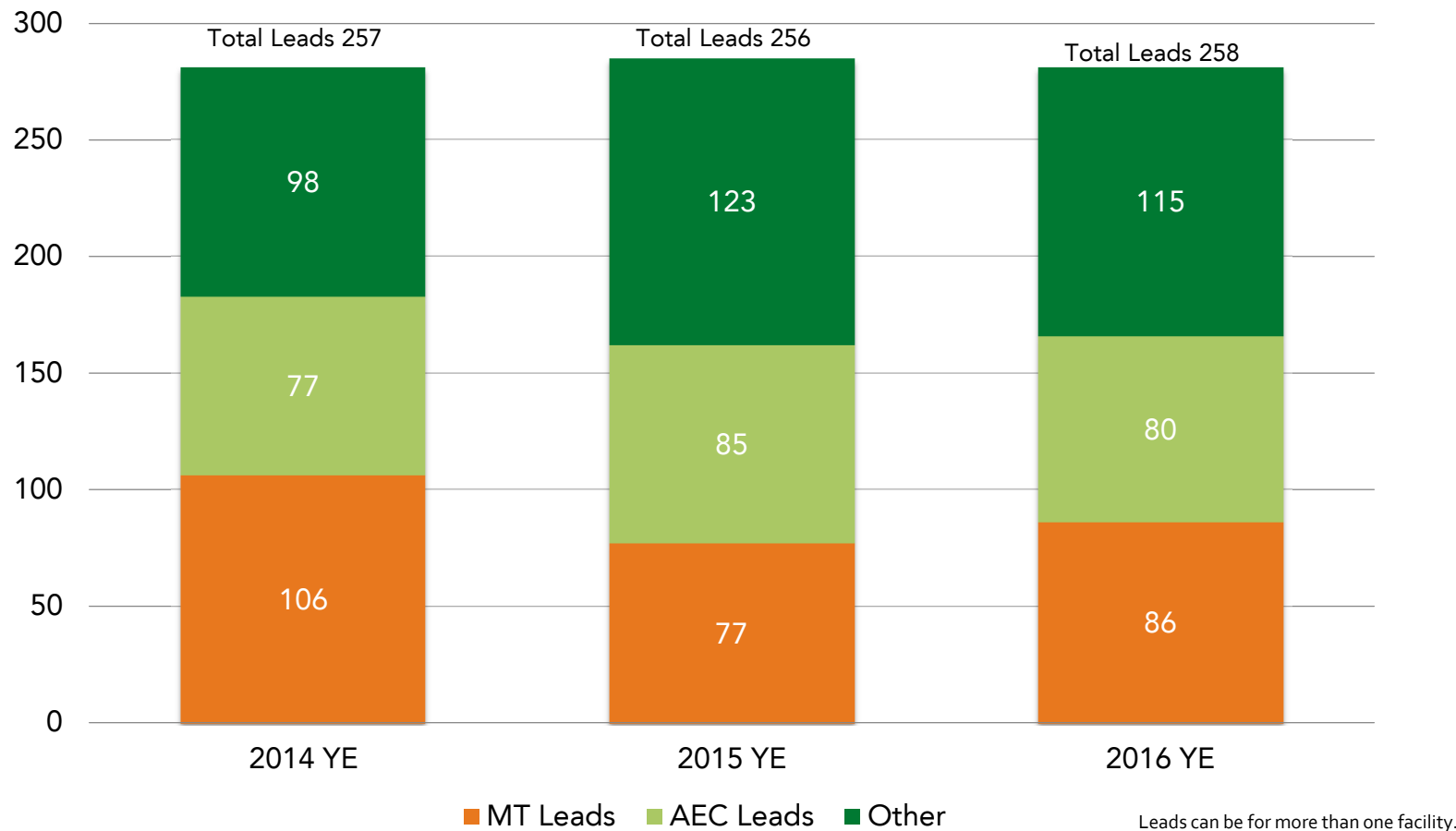
Monona Terrace Contract Revenue

Goal: \$785,000

71.96% goal achieved



2016 GMCVB & MASC FUTURE LEAD PRODUCTION

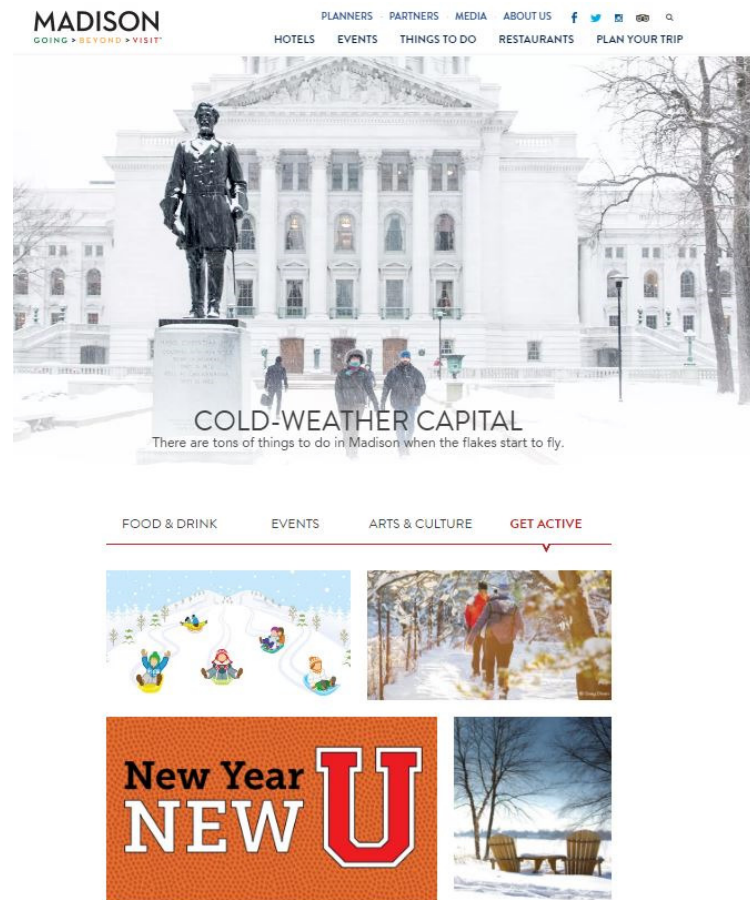




MARKETING & PR

January – December 2016

MARKETING CONTENT DEVELOPMENT



Content Pages Sessions

6,594

% of Total: 4.67% (141,233)

unsub

Content Pages Pageviews

12,674

% of Total: 3.64% (348,533)

unsub

Channel Drivers to Content

Default Channel Grouping	Pageviews
Organic Search	4,518
Social	2,668
Direct	1,293
Email	1,281
Referral	776
Display	730
Paid Traffic	683
Paid Search	607
(Other)	108
Other Advertising	10

LEISURE MARKETING

Leisure efforts in Q4:

43-89: Holiday Edition

9,735 pageviews

Placements include: Midwest Living, Google AdWords, social

Leisure 2016: End Results

30,731 pageviews

11,827 pageviews in 2015

Hotel Week

New initiatives include: Foodie Week, Google AdWords and display ads, content marketing, BID 32,931 pageviews to date (16,459 total last year)

Zoo Lights

Regional print and digital ads, outdoor ads, radio, Pepsi can placement, advertorial



Midwest Living
ADVERTORIAL

6 Reasons to Celebrate the Season in Madison, WI

3 of 7 | view all

Zoo Lights

Start a new family tradition this year with [Zoo Lights](#), a magical attraction featuring 300 displays with 200,000 twinkling holiday lights at Madison's Henry Vilas Zoo. This new attraction is the only one of its kind in Wisconsin and runs the Friday after Thanksgiving through January 1, 2017. The zoo's carousel and train will be open nightly, and special events like a craft marketplace and live music will add to the atmosphere some nights. Cost is only \$7/person and children three and under are free. <http://www.visitmadison.com/>

3 of 7 | view all

MADISON Visit Madison Sponsored Like Page

Treat your sweetie to a romantic escape!

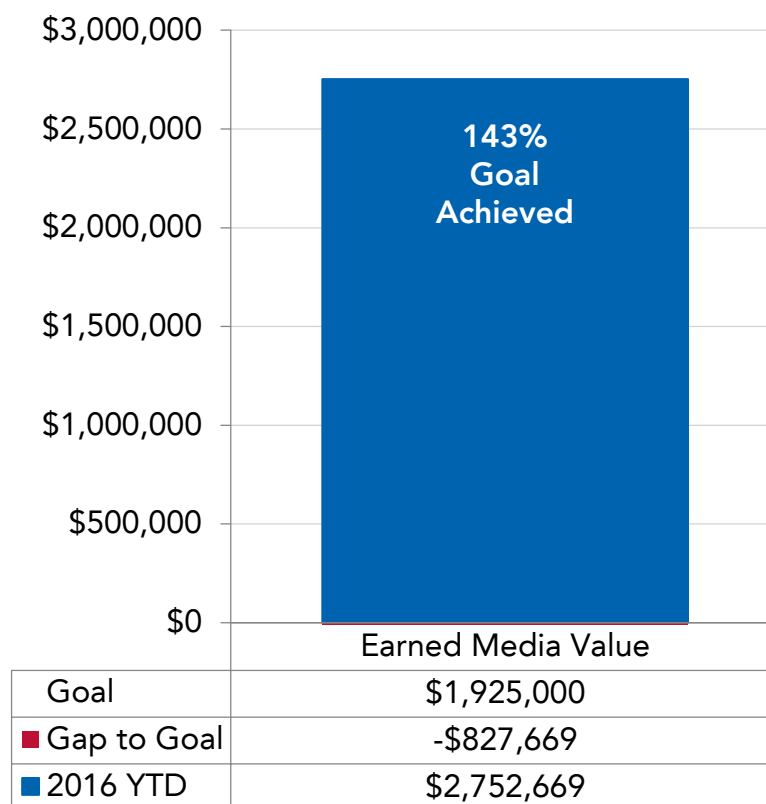
Madison Hotel Week 2017

Madison Hotel Week is your opportunity to discover all Madison has to offer while taking advantage of discounted hotel rates! Book your stay today!

VISITMADISON.COM Learn More

Like Comment Share

PUBLIC RELATIONS



Q4 2016 GMCVB PR HIGHLIGHTS

GMCVB Highlights:

Destination:

- AP story on Madison food scene; syndicated nationally and internationally
- Chicago Tribune feature on Campus Hotel
- Curb Magazine feature on Madison

Organization:

- Zoo Lights
- New Hotel development (State Street, Hotel Red expansion, New Tru Hotel)
- Big Bundle Up charitable clothing drive
- Premier Investor Breakfast (InBusiness)
- WISC and WMTV appearances

Trade:

- Leisure Group Travel Madison to Milwaukee
- Wisconsin Meetings DMO's are your New Best Friend
- Meetings Today Parks + Recreation for your Meeting

Q4 2016 GMCVB PR HIGHLIGHTS





MADISON AREA SPORTS COMMISSION

January – December 2016



Q4 2016 SPORTS MARKETING HIGHLIGHTS

Morning Sports Report (December)

- The Man Behind the Band: *How Mike Leckrone high stepped his way to being a Badger legend*

Event Support

- WIAA Fall Tournaments
- Madison Marathon

Debuts

- Worked with PR team to launch MASC social media
- Debuted the MASC video

Q4 2016 MASC PR HIGHLIGHTS

Highlights:

Organization:

- CrossFit
- Frozen Assets press
- MASC Youth Grants

Trade:

- CrossFit Games Coming to Madison
- Frozen Assets photo in USAE

Social Media Launch:

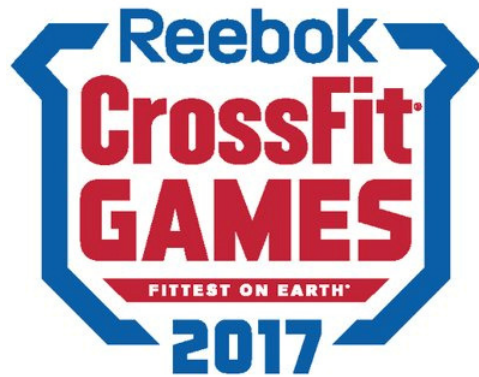
- Facebook @madisonwisports
- Instagram #MadisonSports



Connect



MAJOR NEW EVENT FOR DESTINATION



2017

August 1-6

2018

July 31-August 5

2019

July 30-August 4



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
Non-Annual	American Society for Virology	41st Annual Meeting (2022)	7/14/2022	4,705	1,700	\$1,476,529	\$78,095
New	World Assoc Advncmnt of Veterinary Parasitology	2019 WAAVP International Conf	7/7/2019	1,952	700	\$783,911	\$45,041
	Wisconsin Music Educators Association	Wisconsin State Music Conf 2023	10/25/2023	396	7,000	\$1,176,144	\$38,939
	L & L Exhibition Management	2018 Madison Home Expo	1/4/2018	125	8,000	\$705,542	\$36,966
	LeMans Corporation	Showcase 2017	8/21/2017	1,530	1,000	\$761,393	\$36,699
New	Environmental Design Research Association	2017 EDRA Annual Conference	5/8/2017	890	500	\$406,776	\$30,013
	L & L Exhibition Management	Madison Build, Remodel & Landscape	2/7/2018	125	8,000	\$698,776	\$29,295
	AIA Wisconsin	Annual Convention 2020	4/28/2020	80	2,000	\$332,246	\$29,019
Non-Annual	Mary Kay Inc	Career Conference 2018	3/21/2018	186	2,000	\$414,077	\$21,287
Non-Annual	Mary Kay Inc	Career Conference 2017	3/29/2017	186	2,000	\$405,158	\$20,272
New	Toppers Pizza, Inc. World Headquarters	2017 Annual Convention	6/5/2017	403	400	\$198,457	\$17,400
New	Soil and Water Conservation Society	Annual Conference 2017	7/28/2017	635	450	\$344,983	\$17,286
Non-Annual	American Public Works Association	2017 APWA WI Spring Conference	5/10/2017	120	300	\$86,772	\$15,357
New	Society for the Advncmnt of Scandinavian Study	SASS Annual Conference 2019	5/1/2019	660	275	\$233,087	\$14,528
Non-Annual	Central States Water Environment Association	Annual Meeting 2019	5/13/2019	356	400	\$202,226	\$13,591
	Wisconsin Medical Society	2018 Annual Convention	4/13/2018	175	300	\$139,759	\$13,110

Continued...

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
	Wisconsin Housing and Economic Dev Authority	2017 Multi-Family Housing Conf	9/11/2017	100	600	\$92,415	\$12,215
	Pharmacy Society of Wisconsin	2018 Educational Conference	4/4/2018	95	250	\$68,197	\$10,372
New	Brown Swiss Cattle Breeders of the USA	2020 Brown Swiss World Congress	9/29/2020	750	350	\$344,326	\$9,087
New	Coop Educational Services Agency CESA 5	Future Ready Leadership Summit	6/13/2016	75	200	\$53,087	\$6,000
	Symp on Research in Child Language Disorders	38th Annual Conference - 2017	6/8/2017	490	300	\$188,131	\$5,801
New	Edison Electric Institute	APLIC Fall 2016 Workshop	9/25/2016	250	100	\$87,041	\$5,750
New	Syngenta Crop Protection	2016 Dealer Channel Launch Mtg #2	6/29/2016	30	200	\$29,514	\$4,900
		GMCVB Contracts Definite = 23		14,314	37,025	\$9,228,547	\$511,023

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	100	1,200	\$130,399	\$14,530
	Madison Festivals Inc	2017 Run Madtown	5/26/2017	798	4,500	\$290,791	\$4,910
	Madison Festivals Inc	2017 Madison Marathon	11/10/2017	435	8000	494476	\$2,507
		Contracts Definite = 4		7,474	43,700	\$5,105,238	\$53,879

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

Account Name	Lead Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Amount
Cognitive Science Society	2018 Annual Conference	7/23/2018	1,790	1,000	\$942,737	\$51,245
National Rural Electric Cooperative Assoc	2021 Regions 5 & 6 Meeting	9/13/2021	1,380	1,000	\$614,542	\$38,262
WI Section of Amer Water Works Assoc	Annual Meeting & Expo 2023	9/11/2023	640	500	\$363,993	\$21,109
WI Section of Amer Water Works Assoc	Annual Meeting & Expo 2022	9/12/2022	640	500	\$358,132	\$20,102
WI Section of Amer Water Works Assoc	Annual Meeting & Expo 2021	9/20/2021	640	500	\$352,407	\$19,145
Symp on Research in Child Lang Disorders	39th Annual Conference - 2018	6/7/2018	510	300	\$195,319	\$5,866
Contracts Pending = 6			5,600	3,800	\$2,827,130	\$155,729

GMCVB Contracts definite since the end of 4th Quarter 2016

L & L Exhibition Management	2019 Madison Home Expo	1/10/2019	100	9,200	\$805,803	\$42,452
L & L Exhibition Management	Build, Remodel & Landscape	2/6/2019	125	8,000	\$715,679	\$30,762
Blue52 Productions, LLC	2018 NSMMS & CRASTE	6/23/2018	1,147	450	\$487,759	\$33,447
			1,372	17,650	\$2,009,240	\$106,661

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

Account Name	Lead Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Amount
Gymfinity Children's Activity Center	2018 Dairy Aire Gymnastics Invtl	2/23/2018	600	1,200	\$339,971	\$17,436
Contracts Pending = 1			600	1,200	\$339,971	\$17,436

MASC Contracts definite since the end of 4th Quarter 2016

USA Yoga Federation	2018 National Championship	6/29/2018	200	250	\$95,906	\$3,496
World Triathlon Corporation	IRONMAN Wisconsin 2018	9/4/2018	5,950	30,000	\$4,155,312	\$33,068
Madison Festivals Inc	2018 Run Madtown	5/25/2018	210	4,500	\$301,888	\$4,998
CrossFit, Inc.	2017 CrossFit Open 17.5	3/21/2017	200	500	\$74,624	\$6,900
			6,560	35,250	\$4,627,730	\$48,462

MONONA TERRACE – GMCVB & MASC

Confirmed Events occurring 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 occurring 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
	38 Events	33,422	86,905	\$19,610,283	\$794,381