



PERFORMANCE REPORT

January-June 2017



LEADERSHIP

January-June 2017

PERFORMANCE REPORT: Q2 2017

Through Q2 2017, the Greater Madison Convention & Visitors Bureau (GMCVB) and Madison Area Sports Commission (MASC) achieved the following:

- Contracted for **81 future events** that are expected to generate **over \$21 million in direct spending** (economic impact) in our communities.
- Achieved **\$474,914 in Monona Terrace Contract Revenue, 65% of goal.**
- **Contracted for 19 future Monona Terrace events**

We continued to pursue several strategic initiatives during the second quarter of 2017:

- Destination Visioning initiative : moved forward on branding initiative, industry awareness, experience development and marquis event strategies among others
- Continued engagement in the Alliant Energy Center Feasibility Study Committee
- Continued support for Truax / 115th Fighter Wing efforts and Badger Air Community Council
- Facilitated Phase 2 of the feasibility study for Ho Chunk's Four Lakes project (supported by Ho Chunk Nation and City of Madison)
- Met with developers of various hotel projects

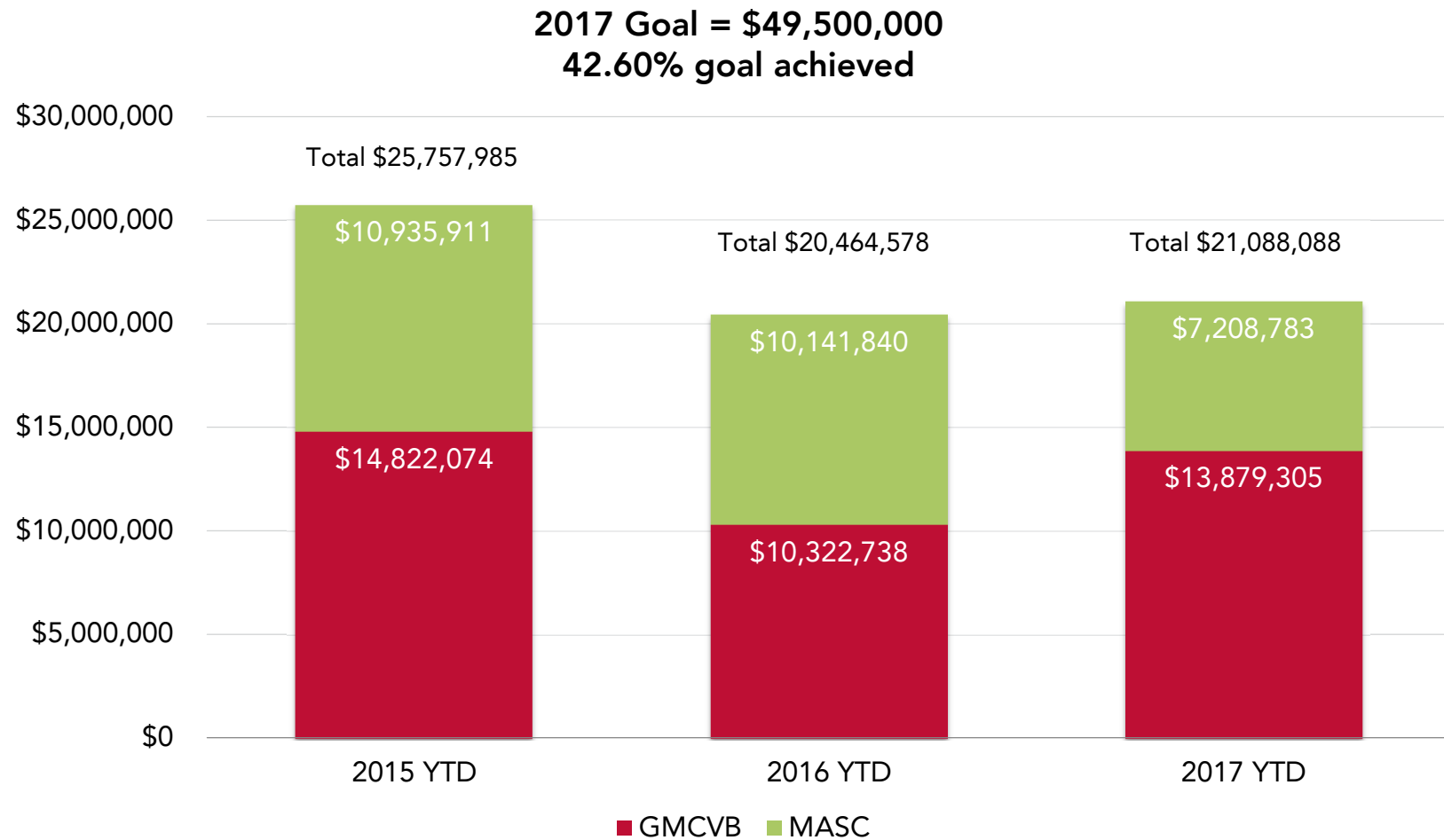
For additional information about materials in this report please contact Diane Morgenthaler, EVP at morgenthaler@visitmadison.com



SALES

January-June 2017

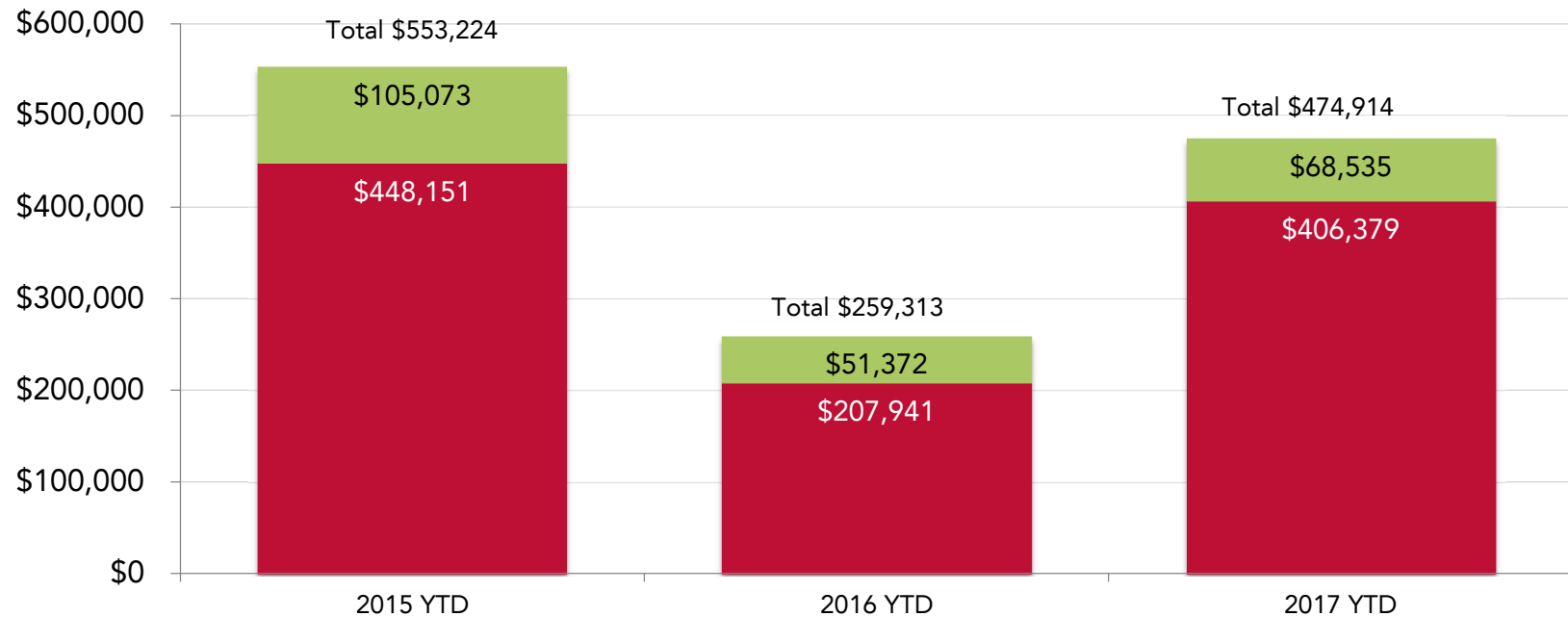
GMCVB & MASC DIRECT SPENDING FOR FUTURE EVENTS



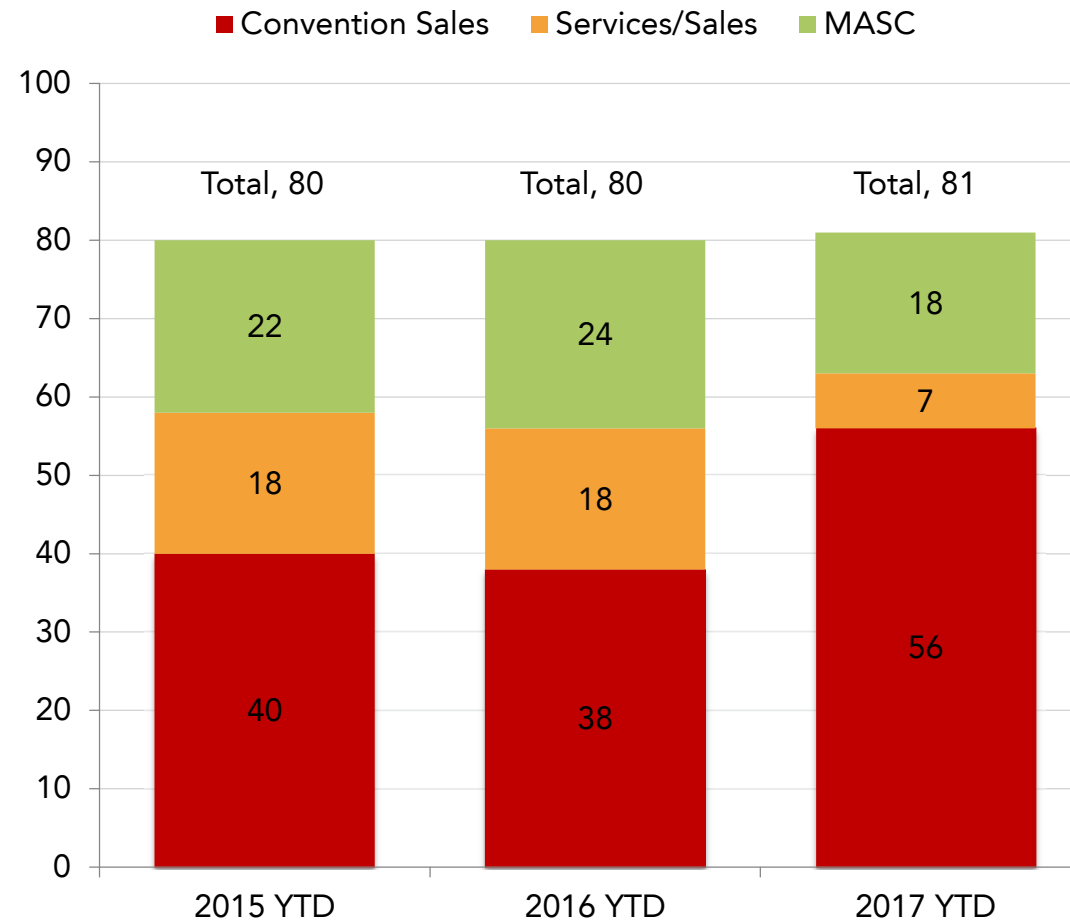
GMCVB & MASC CONTRACT REVENUE GENERATED

Monona Terrace Contract Revenue
2017 Goal: \$730,000
65.06% goal achieved

■ GMCVB ■ MASC

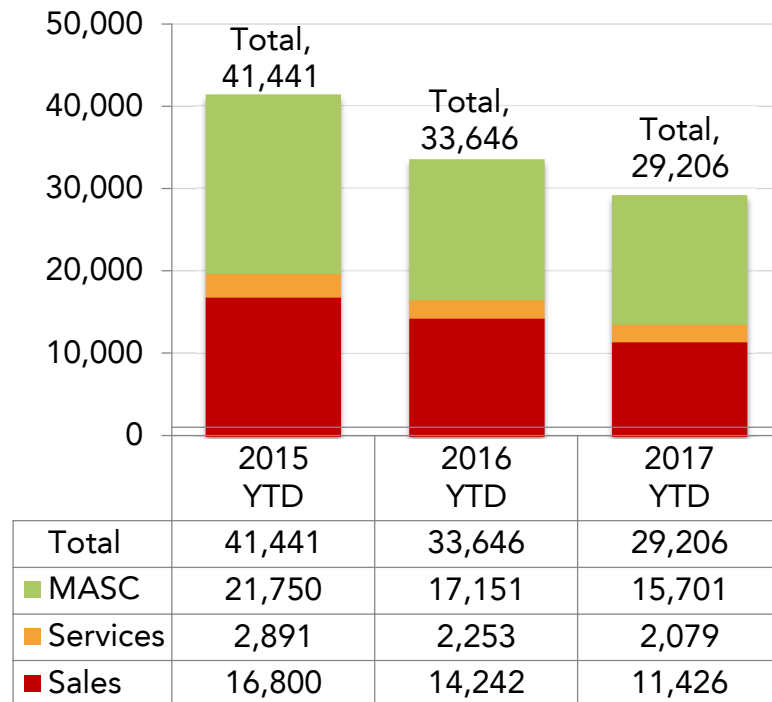


ALL GMCVB & MASC CONFIRMED EVENTS



2017 TOTAL CONTRACTED ROOM NIGHTS FOR GMCVB & MASC

2017 Goal = 99,000
29.50% goal achieved



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

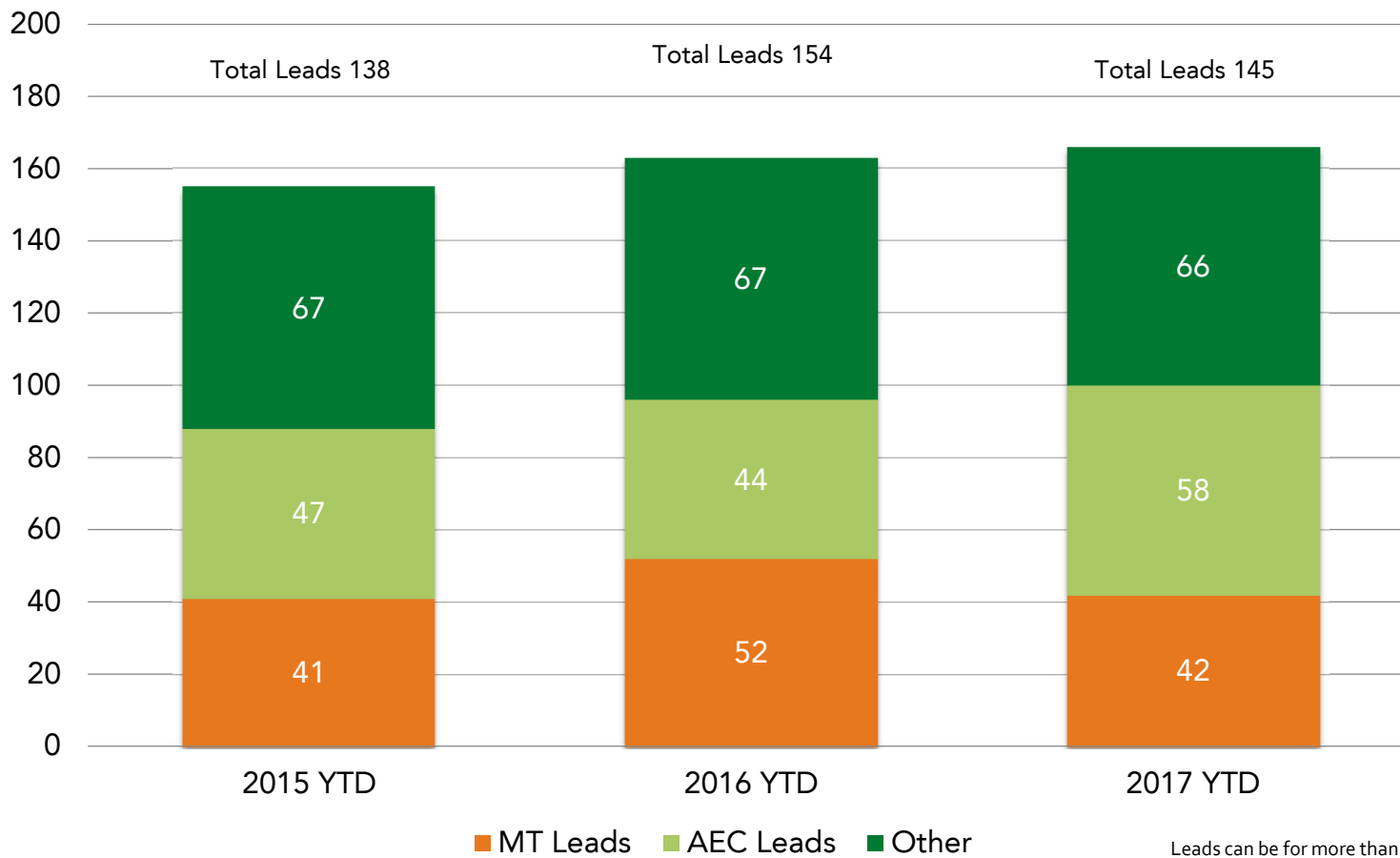
The GMCVB has an overall total goal for room nights, with each department, which includes MASC, also having internal goals.

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



Q2 CONVENTION & SPORTS SALES ACTIVITIES

STRATEGIC SALES ACTIVITIES

- Bring Your Meeting & Event Home Celebration
- 15 Site Visits
- 50 BYM&EH Connections

TRADE SHOWS AND MARKET SEGMENT ACTIVITIES

- Circle Wisconsin Marketplace – Green Bay
- Multi-City Client Event - Washington DC
- MPI WI – Dubuque, Green Lake
- HelmsBriscoe Annual Event – Chicago
- PCMA Midwest Education Event – Chicago
- AMCI Midwest Regional – Milwaukee
- WSAE Golf Event – Lake Geneva
- Fraternal Executives Association – Tampa
- MPI World Education Congress – Las Vegas
- PGA AmFam Championship
- National Association of Consumer Shows – Milwaukee
- PCMA Capital Chapter Board Retreat – Washington DC



MARKETING & PR

January-June 2017

PUBLIC RELATIONS

Frank Lloyd Wright dominated second quarter media in conjunction with the celebration of his 150th Birthday and the launch of the Frank Lloyd Wright Trail.

The GMCVB hosted a Frank Lloyd Wright focused media tour June 25 – 26 in greater Madison with tours of:

1. Taliesin Visitors Center
2. Taliesin
3. Tan-Y-Deri
4. Hillside School and Theater
5. Wyoming School
6. First Unitarian Meeting House
7. Madison Children's Museum – Frank Lloyd Wright
8. Monona Terrace Community and Convention Center

Final tallies of media from this tour are pending.

[Take A Wisconsin Architecture Road Trip this Summer](#) | Milwaukee Magazine

[For Frank Lloyd Wright's 150th, Tours, Exhibitions and Tattoos](#) | New York Times

[A Constant State of Rebirth](#) | Brava Magazine

[Frank Lloyd Wright turns 150: An architecture tour of the US Midwest](#) | CNN Travel

[For Frank Lloyd Wright's Birthday, A Celebration of Ideas](#) | Wisconsin State Journal

[For Wright fans, Wisconsin's dedicated trail is the trip of a lifetime](#) | USA Today

[Want to Follow in the Architectural Footsteps of Wright?](#) | Architectural Digest

[When and where to celebrate Frank Lloyd Wright's 150th](#) | Chicago Tribune

[A Frank Lloyd Wright Lover's Dream Getaway](#) | Chicago Magazine

[A Frank Lloyd Wright Lover's Dream Getaway](#) | WGN-TV

[The Wright Way](#) | Midwest Home Magazine

[Intervention Approaches at Frank Lloyd Wright's Taliesin: A Preservation Case Study](#) | Docomomo US, Allison Semrad. April 2017

[The Wright Stuff: Wisconsin Home to Frank Lloyd Wright](#) | Travel Wisconsin, Judy Frankel, April 2017.

LEISURE CAMPAIGNS



YEAR-ROUND LEISURE CAMPAIGN

May/June: Agricultural Heritage and Dining

July/August: Lakes and active living

September/October: Sports and Alumni

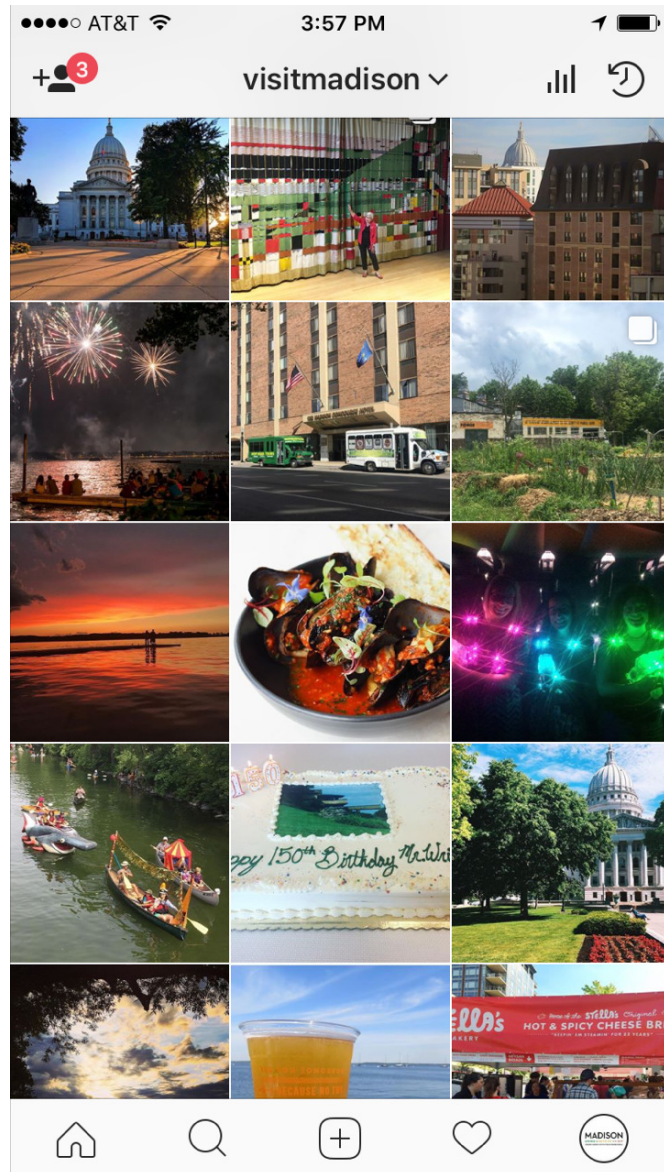
Total page views: 10.9K (over 2x more than last year)

Total Sessions: 8.4K

OTHER UPCOMING LEISURE EFFORTS:

Madison Hotel Week 2018

SOCIAL MEDIA



Top Takeaways:

- Instagram continues to dominate
- Social during FAM tour
- Changing of seasons, rankings & events most popular
- Increasing activity for the meeting & convention space on LinkedIn & Twitter

\$26,632 in earned media – 44% increase

> 27,385 followers on GMCVB channels – 4% increase

Created ~300 pieces of content for Facebook, Twitter, Instagram & LinkedIn



MADISON AREA SPORTS COMMISSION

January-June 2017



SPORTS MARKETING HIGHLIGHTS

Morning Sports Report : The CrossFit Games

- Panelists included:
 - Dave Castro, CrossFit
 - Jeb Simmons, Local Qualifier
 - Scott Panchik, Elite Athlete



Additional MASC Marketing work:

- Bucky on Parade
 - Public Announcement
 - Lots of progress!
- Preparation for CrossFit Games
 - Execution of marketing campaign



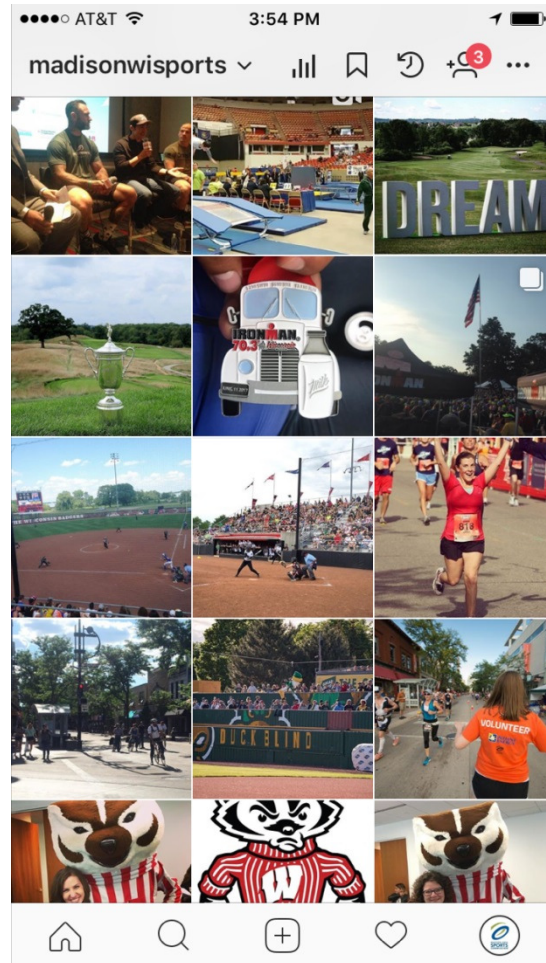
MASC PR HIGHLIGHTS

- Connect Sports: How Madison Won the CrossFit Games
- Sports Destination Management and Sports Travel coverage of Madison winning the CrossFit Games
- Local and regional TV and print coverage of CrossFit Games Open 17.5
- PR support for Frozen Assets Festival

Connect SPORTS

Chicago Tribune

MASC SOCIAL MEDIA



Top Takeaways:

- Impressions, reach, engagement on Facebook doubled in Q2
- Increased engagement on Instagram

Key Events:

- Bucky on Parade announcement
- CrossFit
- IRONMAN 70.3

> 860 followers on both channels – 26% increase!

Created ~100 pieces of content for FB & IG

APPENDIX.

ALL 2017 **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 Association of School Nurses	2018 WASN Spring Conference	4/17/2018	330	250	\$140,805	\$10,395
	Symp on Rsrch in Child Language Disorders	39th Annual Conference - 2018	6/7/2018	530	300	\$172,010	\$5,866
Non-Annual	Blue52 Productions(was General Dynamics)	2018 National Space & Missile Materials Symp	6/23/2018	1,147	450	\$487,759	\$33,447
New	Solution Tree	2018 PLC Institute	7/9/2018	760	1,200	\$501,681	\$44,450
New	Cognitive Science Society	2018 Annual Conference	7/23/2018	934	1,000	\$907,389	\$51,895
	LeMans Corporation	Parts Unlimited & Drag Specialties NVP Expo	8/21/2018	1,350	1,000	\$841,393	\$37,166
	WI Housing and Economic Dev Authority	2018 Multi-Family Housing Conference	10/2/2018	100	600	\$91,550	\$12,395
	L & L Exhibition Management	2019 Madison Home Expo	1/10/2019	100	9,200	\$805,803	\$42,452
	L & L Exhibition Management	2019 Build, Remodel & Landscape Expo	2/6/2019	125	8,000	\$715,679	\$30,762
Non-Annual	WI Section of Amer Water Works Assoc	Annual Meeting & Water Utility Expo 2021	9/20/2021	264	500	\$332,722	\$19,145
New	Intl Society for Computational Biology	Intelligent Systems for Molecular Biology 2022	7/8/2022	1,735	1,500	\$1,016,720	\$77,195
Non-Annual	WI Section of Amer Water Works Assoc	Annual Meeting & Water Utility Expo 2022	9/13/2022	264	500	\$337,377	\$20,102
Non-Annual	WI Section of Amer Water Works Assoc	Annual Meeting & Water Utility Expo 2023	9/11/2023	264	500	\$342,131	\$21,109
		GMCVB Contracts Definite = 13		7,903	25,000	\$6,693,018	\$406,379

ALL 2017 **MASC** DEFINITE CONTRACTS FOR MONONA TERRACE

New or Non-Annual	Account Name	Lead Name	Event Start Date	Total Rooms	Attend	Direct Spending	Contract Revenue
New	CrossFit, Inc.	2017 CrossFit Open 17.5	3/21/2017	200	500	\$74,624	\$6,900
New	CrossFit, Inc.	2017 CrossFit Games	7/27/2017	12,889	35,000	\$7,179,367	\$1,940
	Gymfinity Children's Activity Cntr	2018 Dairy Aire Gymnastics Invitational	2/23/2018	600	1,200	\$339,971	\$18,133
	Madison Festivals Inc	2018 Run Madtown	5/25/2018	210	4,500	\$301,888	\$4,998
New	USA Yoga Federation	2018 USA Yoga National Championship	6/29/2018	200	250	\$95,906	\$3,496
	World Triathlon Corporation	IRONMAN Wisconsin 2018	9/4/2018	5,452	14,800	\$3,011,032	\$33,068
		MASC Contracts Definite = 6		19,551	56,250	\$11,002,788	\$68,535

MONONA TERRACE – GMCVB & MASC

Confirmed Events occurring in 2017

Account Name	Event Start Date	Room Nights	Attendance	Direct Spending	Contract Revenue
L & L Exhibition Management	1/5/2017	60	8,000	\$695,652	\$35,205
L & L Exhibition Management	2/15/2017	50	8,000	\$679,221	\$29,061
Wisconsin School Counselor Association	2/20/2017	765	1,200	\$590,268	\$22,695
Gymfinity Children's Activity Center	2/24/2017	100	1,200	\$130,399	\$14,530
CrossFit, Inc.	3/19/2017	200	500	\$74,624	\$6,900
Mary Kay Inc	3/29/2017	186	2,000	\$405,158	\$20,272
Pharmacy Society of Wisconsin	4/5/2017	90	250	\$60,758	\$10,180
U.S. Academic Decathlon	4/16/2017	1,020	650	\$461,840	\$28,646
Wisconsin Association of School Nurses	4/26/2017	202	250	\$183,820	\$11,044
Sonic Foundry	4/30/2017	745	300	\$258,974	
American Public Works Association	5/10/2017	120	300	\$86,772	\$15,357
AIA Wisconsin	5/16/2017	110	2,000	\$323,445	\$27,751
Madison Festivals Inc	5/26/2017	798	4,500	\$290,791	\$4,910
Environmental Design Research Association	5/29/2017	890	500	\$406,776	\$30,013
Symp on Research in Child Language Disorders	6/7/2017	490	300	\$188,131	\$5,801
Toppers Pizza, Inc. World Headquarters	6/11/2017	403	400	\$198,457	\$17,400

MONONA TERRACE – GMCVB & MASC

Confirmed Events occurring in 2017

Account Name	Event Start Date	Room Nights	Attendance	Direct Spending	Contract Revenue
Association of Wisconsin School Administrators	6/20/2017	323	500	\$291,200	\$26,629
American Society for Virology	6/22/2017	4,705	1,700	\$1,706,800	\$71,652
Cryogenic Engineering Conference	7/6/2017	1,845	800	\$877,151	\$59,253
Soil and Water Conservation Society	7/27/2017	635	450	\$344,983	\$17,286
LeMans Corporation	8/20/2017	1,530	1,000	\$761,393	\$36,699
World Triathlon Corporation	9/5/2017	6,141	30,000	\$4,189,572	\$31,932
Wisconsin Housing and Economic Dev Authority	9/11/2017	100	600	\$92,415	\$12,215
Wisconsin Music Educators Association	10/25/2017	1,455	5,000	\$1,274,000	\$31,882
Madison Festivals Inc	11/9/2017	435	8,000	\$494,476	\$2,507
25 Events		23,398	78,400	\$15,067,076	\$569,820