



# PERFORMANCE REPORT

January-September 2017





# LEADERSHIP

January-September 2017

# PERFORMANCE REPORT: Q3 2017

## Through Q3 of 2017 the Greater Madison Convention & Visitors Bureau (GMCVB) and Madison Area Sports Commission (MASC) have:

- > Contracted 85 future events, expected to generate \$39.1 million in direct spending (economic impact) and over 70,000 room nights.
- > Secured 20 contracts worth \$486,784 in Monona Terrace contract revenue.
- > Hosted 39 client site visits
- > Executed CrossFit marketing and destination “activation” program; secured over \$2 million in earned media value for the destination as a result of CrossFit (See slide 17).

## We actively pursued strategic initiatives during Q3:

- > Future City of Madison contract for GMCVB
- > Continued engagement in product development conversations, including:
  - > Alliant Energy Center Masterplan Oversight Committee: presentation to GMCC Public Policy Committee, public meeting to present public phase results;
  - > Nolen Waterfront initiative;
  - > Yahara Gateway/Ho Chunk project and sports complex feasibility study
- > Truax support group, Badger Air Community Council and 115<sup>th</sup> Fighter Wing bid for F35s
- > Launched Bucky on Parade public art event
- > Completed design of Destination Training module for Madison College Hospitality Training course
- > Hosted WI Department of Tourism Meetings & Conventions Committee Strategic Planning session

## WHAT WE ARE TALKING ABOUT Q4

### Organization and Industry Topics

- > AirBNB – statewide legislation and City of Madison implementation
- > Destination Experience Assessment with Opportunities Unlimited
- > Destination Training module launch at Madison College Hospitality Training
- > City Council Presentation

### Organization Planning:

- > 2018 Business Plans and Budgets: Focus on Implementation of Destination Visioning Objectives
- > Ironman Contract Extension
- > Three City Alliance – future goals and realignment

### Industry Engagement:/Activity

- > Fall Client FAMiliarization Tour
- > IMEX/Hall of Leaders Event – Las Vegas
- > Dept of Tourism M&C Committee – Approving Biennial Strategic Plan - Milwaukee
- > Attending and presenting at WACVB Fall Conference on Tourism – Racine
- > Participate in Monona Terrace Customer Advisory Council
- > MPI – GLES – Indianapolis
- > Destinations International Sales Academy II
- > PCMA Chicago Chapter Annual Education Conference and Event
- > Speaking at WI Women in Lodging Conference - Milwaukee
- > City & County “Meet & Greet” on November 29
- > Destination Experiences Partner Event on December 5
- > Association Forum Holiday Showcase – Chicago
- > WI Department of Tourism Customer Service Training for Staff





SALES

January-September 2017

## CONVENTION & SPORTS SALES ACTIVITIES Q3 HIGHLIGHTS

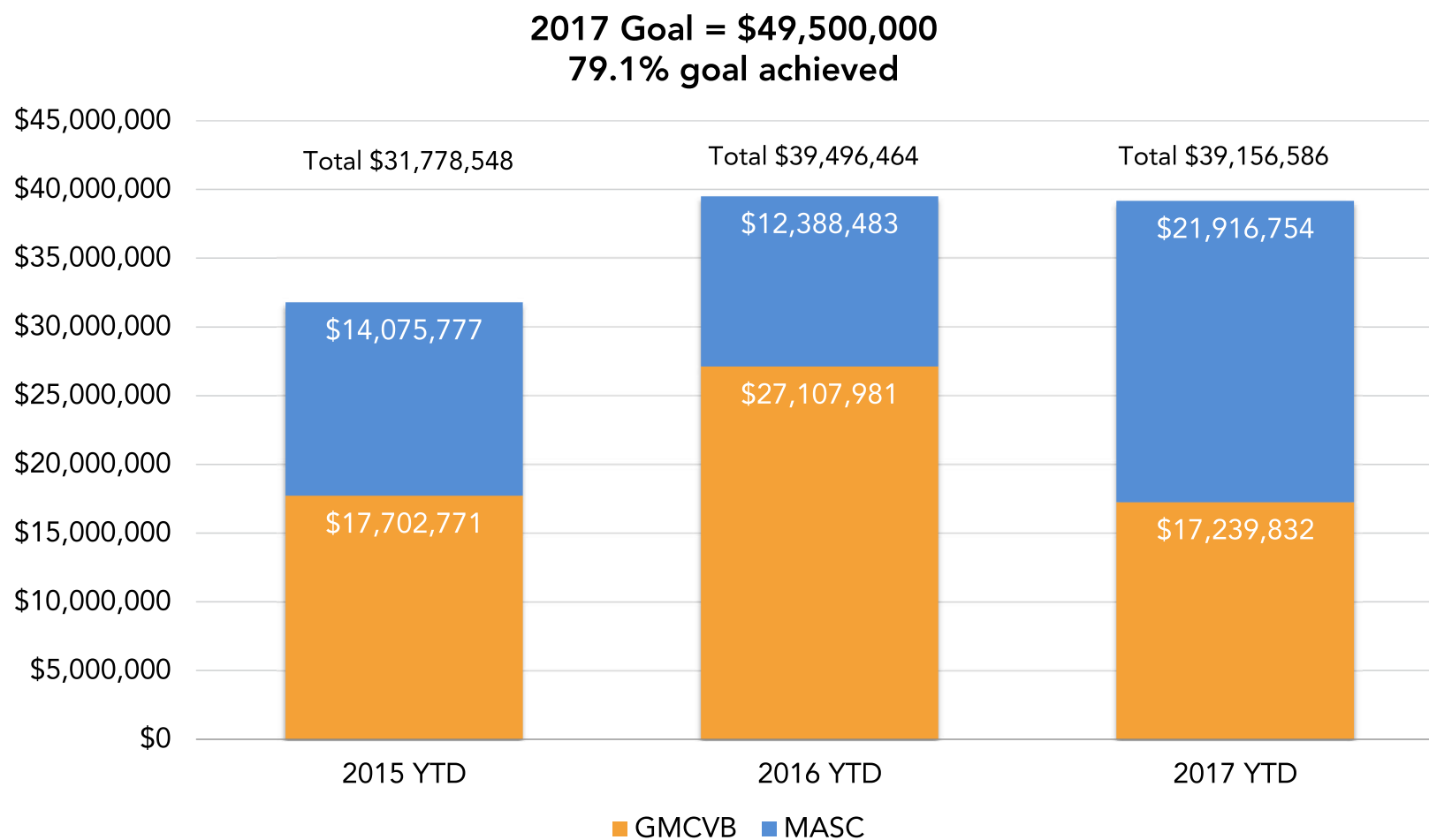
### **Strategic Sales Activities:**

- > 11 Site Visits
- > 51 Bring Your Meeting & Event Home Connections
- > Enhanced database development and target account acquisition focus

### **Trade Shows and Market Segment Activities:**

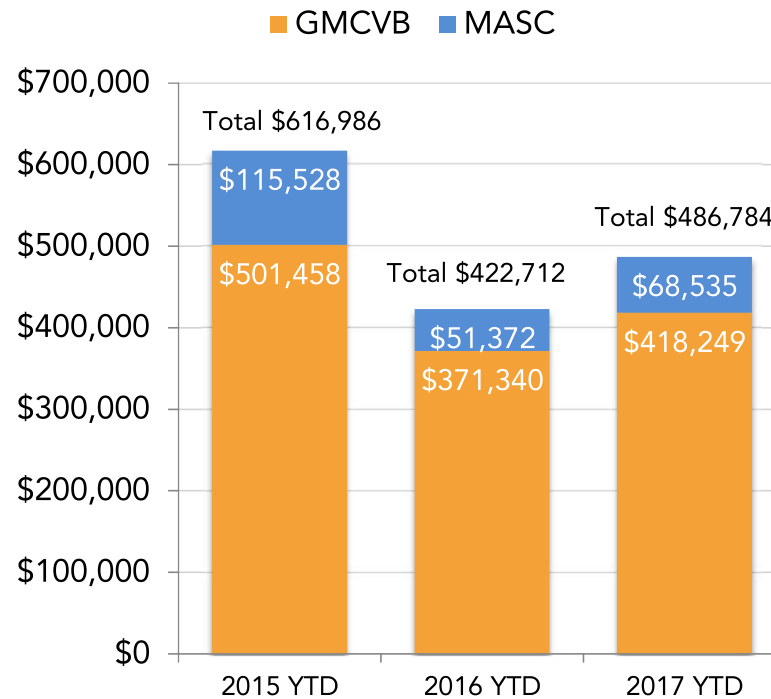
- > MPI WI – Madison
- > CESSE Annual Meeting – Quebec City
- > Connect Marketplace – New Orleans
- > S.P.O.R.T.S. – Cedar Rapids
- > GMC-PCMA Meeting
- > PCMA Captal Chapter Meeting

## GMCVB & MASC DIRECT SPENDING FOR FUTURE EVENTS



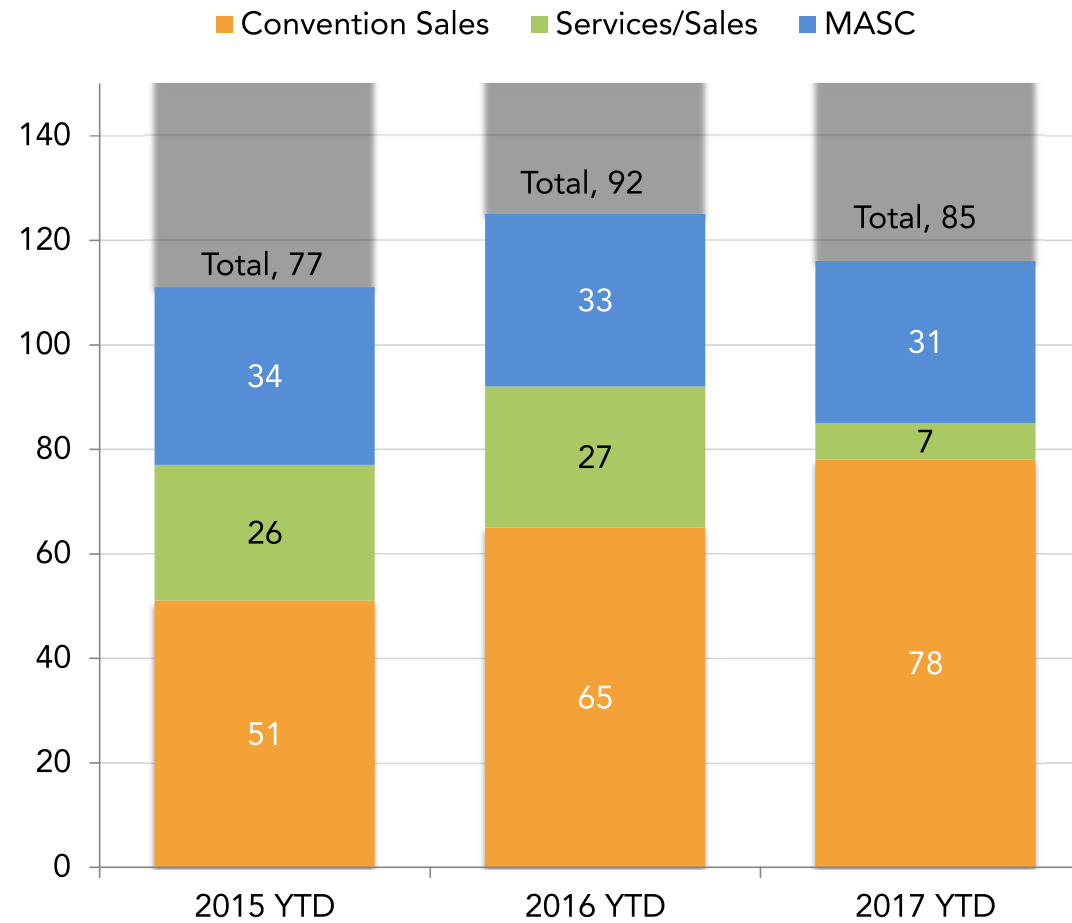
## GMCVB & MASC CONTRACT REVENUE GENERATED

**Monona Terrace Contract Revenue**  
**2017 Goal: \$730,000**  
**66.7% goal achieved**





## ALL GMCVB & MASC CONFIRMED EVENTS



## 2017 TOTAL CONTRACTED ROOM NIGHTS FOR GMCVB & MASC

**2017 Goal = 99,000**  
**72.4% goal achieved**

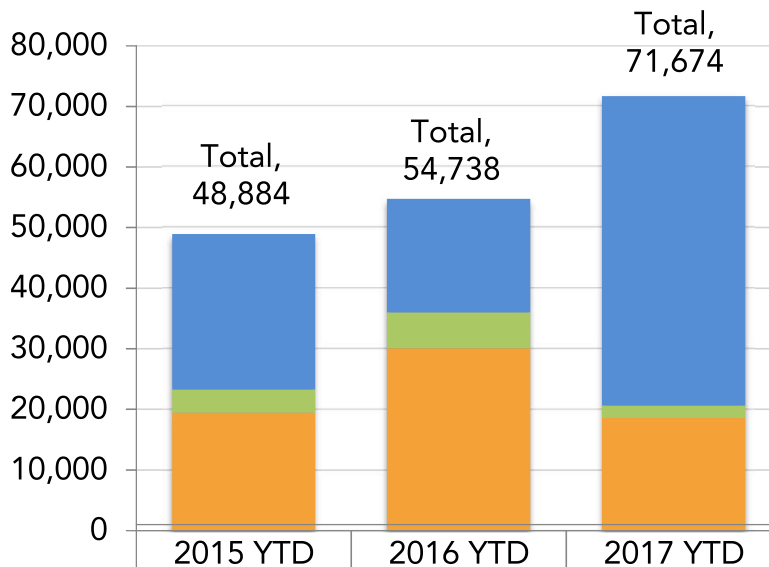
This chart reflects room nights contracted for all GMCVB and MASC confirmed events.

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.

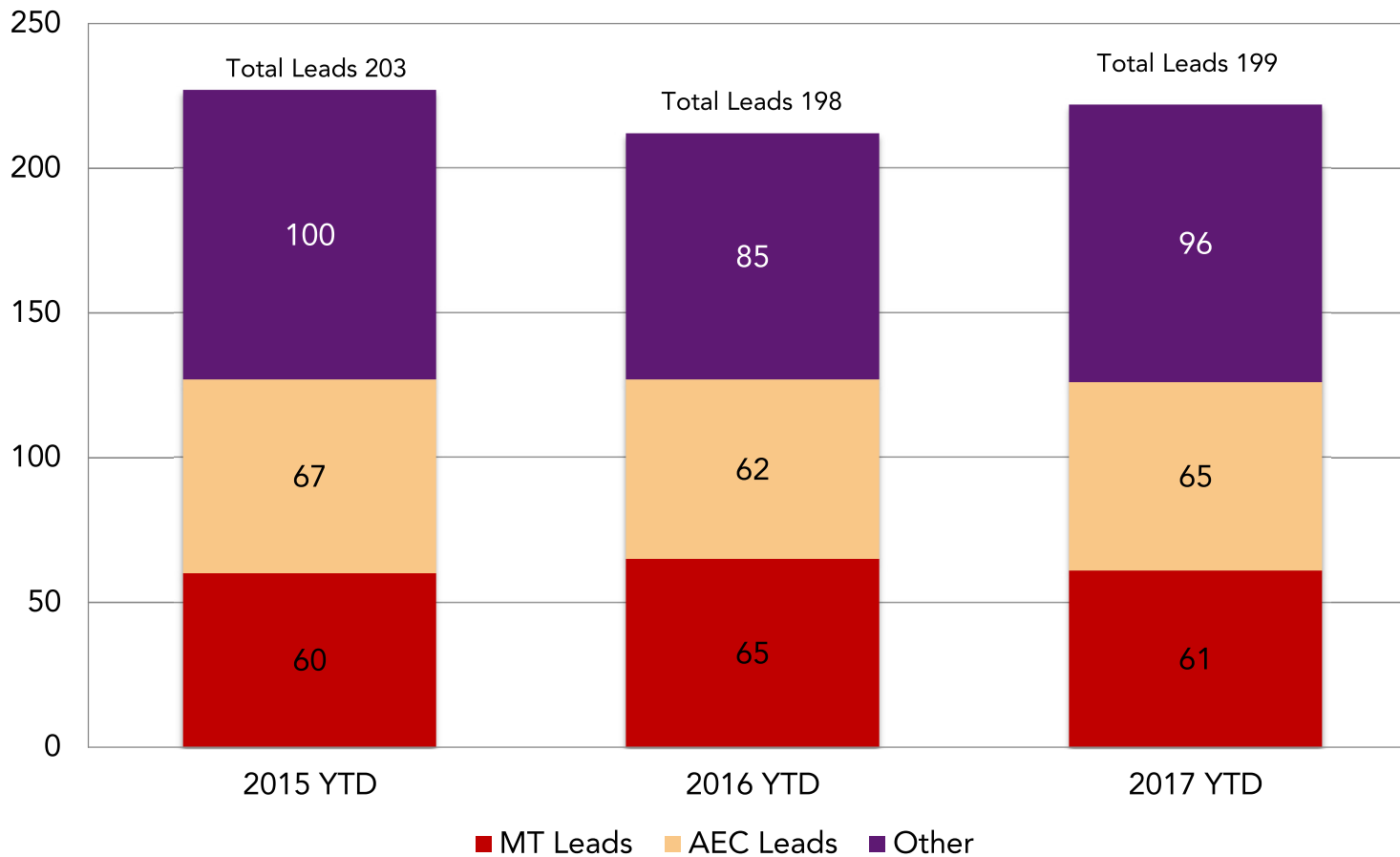
This report does not reflect room nights for groups GMCVB and MASC services.

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.



Total	48,884	54,738	71,674
MASC	25,646	18,756	51,061
Services	3,797	5,927	2,079
Sales	19,441	30,055	18,534

## 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.





## MARKETING & PR

January-September 2017

## MARKETING - LEISURE CAMPAIGNS



### YEAR-ROUND LEISURE CAMPAIGN

**May/September:** Agricultural Heritage and Dining

**July/August:** Lakes and active living

**September/November:** Sports and Alumni

**Total pageviews:** 37.2K

**Total Sessions:** 29.7K

### OTHER UPCOMING LEISURE EFFORTS:

**Madison Hotel Week 2018:** Microsite and Ads will go out in November!

**Sessions Year over Year Comparison**





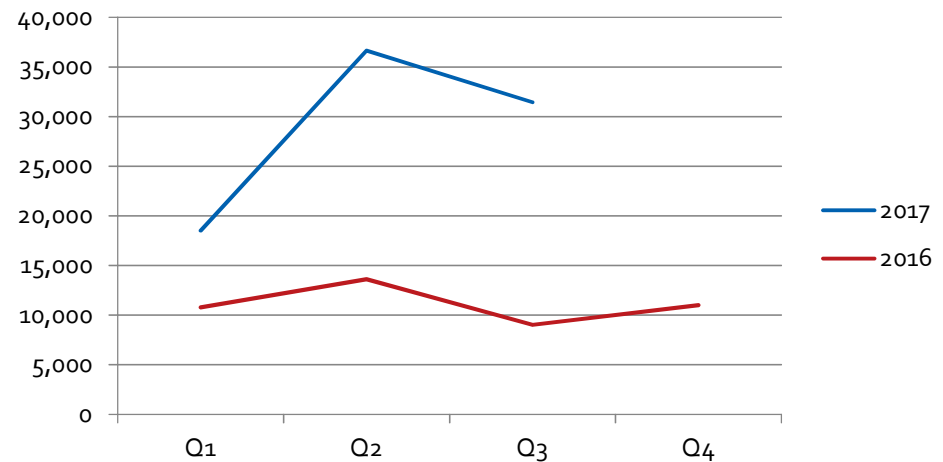
## Q3 SOCIAL MEDIA HIGHLIGHTS



### Top Takeaways:

- FAM tour, anniversaries & events
- 230 pieces of created & curated content
- 28,583 followers on FB, Twitter & Instagram
- \$31,430 in earned media

### Social Media PR Values







# MADISON AREA SPORTS COMMISSION

January-September 2017



## Q3 MASC MARKETING HIGHLIGHTS

### Morning Sports Report: Celebrating Camp Randall's 100<sup>th</sup> Anniversary



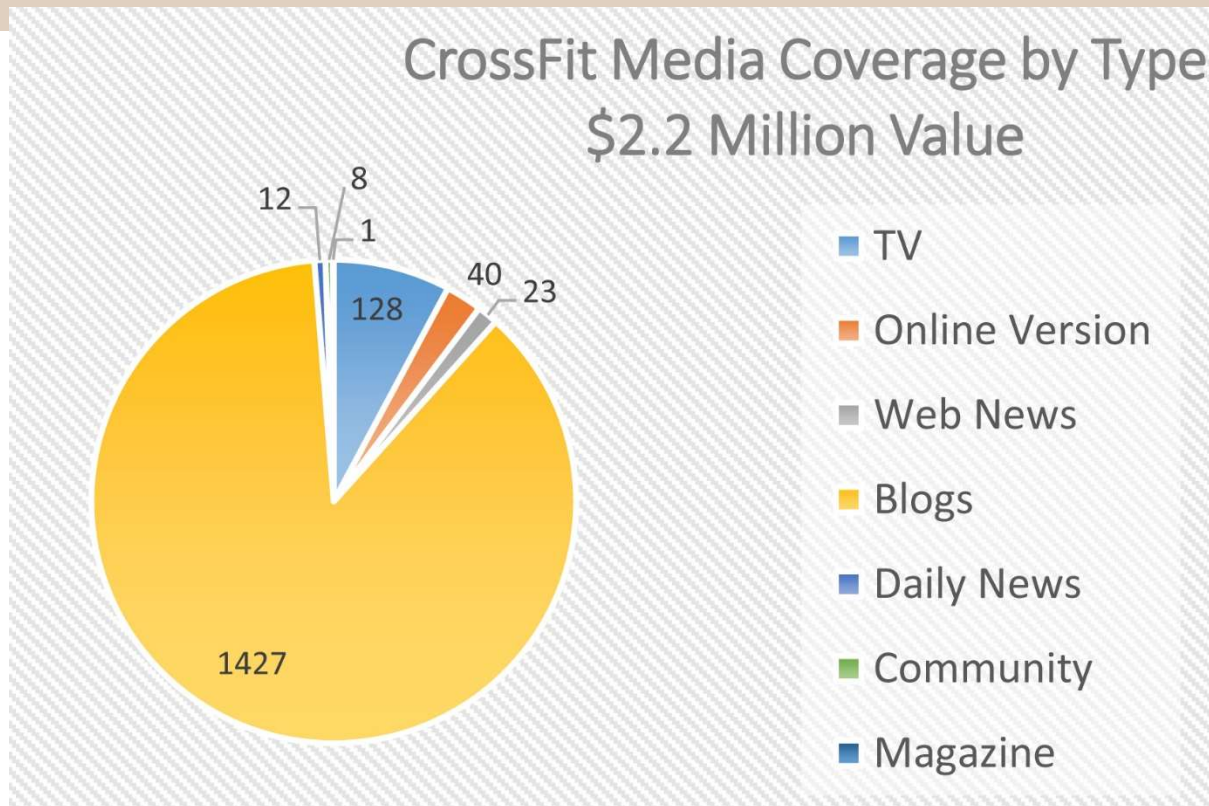
- > Panelists included: Barry Alvarez, Chris McIntosh, Portage Plumber, Aaron Gibson, Andy Baggot



### Additional MASC Marketing work:

- > Bucky on Parade
- > IronKids
- > Ironman features on unique participant stories
- > Waterloo World Cup Cyclocross event
- > CrossFit Games

## MASC PR HIGHLIGHTS: **CROSSFIT GAMES**



**The Seattle Times**  
**The Miami Herald**



# 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
Non-annual	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	Forest Products Society	2018 International Convention	6/10/2018	300	175	\$126,901	\$11,870
Non-annual	Blue52 Productions, LLC	2018 Natl Space & Missile Materials Symp	6/23/2018	1,147	450	\$487,759	\$33,447
New	Solution Tree	2018 PLC Institute	7/16/2018	1,000	1,200	\$547,566	\$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	Madison Build, Remodel & Landscape Expo	2/6/2019	125	8,000	\$715,679	\$30,762
Non-annual	Wisconsin Sec 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 Systms for Molecular Biology 2022	7/8/2022	2,460	1,500	\$1,033,178	\$77,195
Non-annual	Wisconsin Sec of Amer Water Works Assoc	Annual Meeting & Water Utility Expo 2022	9/13/2022	264	500	\$337,377	\$20,102
Non-annual	Wisconsin Sec of Amer Water Works Assoc	Annual Meeting & Water Utility Expo 2023	9/11/2023	264	500	\$342,131	\$21,109
GMCVB Contracts Definite = 14				9,168	25,175	\$6,882,262	\$418,249

# 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 7	200	500	\$74,624		\$6,900
New	CrossFit, Inc.	2017 CrossFit Games	7/27/2017 7	12,889	35,000	\$7,179,367		\$1,940
	Gymfinity Children's Activity Cntr	2018 Dairy Aire Gymnastics Invitational	2/23/2018 8	600	1,200	\$339,971		\$18,133
	Madison Festivals Inc	2018 Run Madtown	5/25/2018 8	210	4,500	\$301,888		\$4,998
New	USA Yoga Federation	2018 USA Yoga National Championship	6/29/2018 8	200	250	\$95,906		\$3,496
	World Triathlon Corporation	IRONMAN Wisconsin 2018	9/4/2018	5,452	14,800			
						MASC Contracts Definite = 6	19,551	56,250
						\$11,002,788		\$68,535

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

Account Name	Lead Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Amount
AIA Wisconsin	Annual Convention 2021	5/4/2021	75	2,000	\$318,775	\$29,312
National Rural Electric Cooperative Assoc	2021 Regions 5 & 6 Meeting	9/13/2021	1,380	1,000	\$614,542	\$38,262
PDS	PDS Connect 2018	10/15/2018	450	600	\$269,268	\$27,600
Wisconsin Medical Society	2019 Annual Convention	4/5/2019	240	300	\$109,027	\$13,394
Wisconsin Music Educators Association	Wisconsin State Music Conf 2024	10/23/2024	500	7,000	\$1,136,725	\$39,504
Mary Kay	Career Conference 2019	3/21/2019	260	2,000	\$415,000	\$21,521
<b>Contracts Pending = 6</b>			<b>2,905</b>	<b>12,900</b>	<b>\$2,863,337</b>	<b>\$169,593</b>

### GMCVB Contracts definite since the end of 3rd Quarter 2017

Account Name	Lead Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Amount
Meeting Professionals Intl - WI Chapter	2018 Great Lakes Education Summit	11/3/2018	267	250	\$94,971	\$10,050
<b>Contracts Definite post-3rd Qtr = 1</b>			<b>267</b>	<b>250</b>	<b>\$94,971</b>	<b>\$10,050</b>



## MONONA TERRACE – GMCVB & MASC

### Confirmed Events occurring in 2017

<b>Account Name</b>	<b>Event Start Date</b>	<b>Room Nights</b>	<b>Attendance</b>	<b>Direct Spending</b>	<b>Contract Revenue</b>
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
<b>25 Events</b>		<b>23,398</b>	<b>78,400</b>	<b>\$15,067,076</b>	<b>\$569,820</b>