



MADISON AREA
SPORTS
COMMISSION™

January-March 2018



LEADERSHIP

January-March 2018

PERFORMANCE REPORT: Q1 2018

In the first quarter of 2018 the Greater Madison Convention & Visitors Bureau (GMCVB) and Madison Area Sports Commission (MASC) achieved the following:

- > Contracted for 41 future events that are expected to generate \$8.6 million in direct spending (economic impact) in our communities. Please note that there are timing differences in when events booked when comparing 2018 to 2017. Please see the Appendix to see what is in the pipeline.
- > Generated \$74,470 in contract revenue for Monona Terrace

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

- > Continued engagement in the Alliant Energy Center Master Planning Committee and discussions and planning for a multijurisdictional planning project.
- > Engaged in Truax support group, Badger Air Community Council and support for F-35s
- > Sports Product Development: Ho Chunk Four Lakes, Verona HS, Town of Middleton/Olympic Training Site, Mad-Rolling Dolls facility
- > Launched our Experience development workshops with 10 participating businesses
- > Continued development and execution of the Bucky on Parade public art project. Engaged over 64 artists from around the region to design 85 Buckingham Badger statues that will be on display during the summer.

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



SALES

January-March 2018

Q1 CONVENTION & SPORTS SALES ACTIVITIES

Strategic Sales Activities:

- > Rolled out new deployment strategies creating a hybrid model of vertical and geographical market segmentation.
- > 17 Site Visits
- > 26 BYM&EH Connections

Trade Shows and Market Segment Activities:

January

- > PCMA Convening Leaders – Nashville

February

- > NAVC/VMX Conference – Orlando, FL
- > Connect Diversity - Portland
- > AMCI Annual Meeting – Vancouver
- > CSPI Annual Meeting – Washington, DC
- > Destinations Showcase Tradeshow – Washington, DC
- > CESSE Mid-Winter CEO Meeting – Cape Coral, FL

March

- > Conference Direct Annual Partner Meeting - Hollywood

WHAT'S NEXT

Trade Shows and Market Segment Activities:

April

- > Circle Wisconsin Midwest Marketplace – Lake Geneva, WI
- > Multi-City Client Event – Washington DC
- > NASC – Minneapolis

May

- > HB Annual – Orlando
- > WSAE Spring Golf Outing – Lake Geneva, WI

June

- > MPI World Education Congress – Indianapolis
- > PGA AmFam Champions Tournament
- > NACS (Natl Assoc of Consumer Shows) – Pittsburg

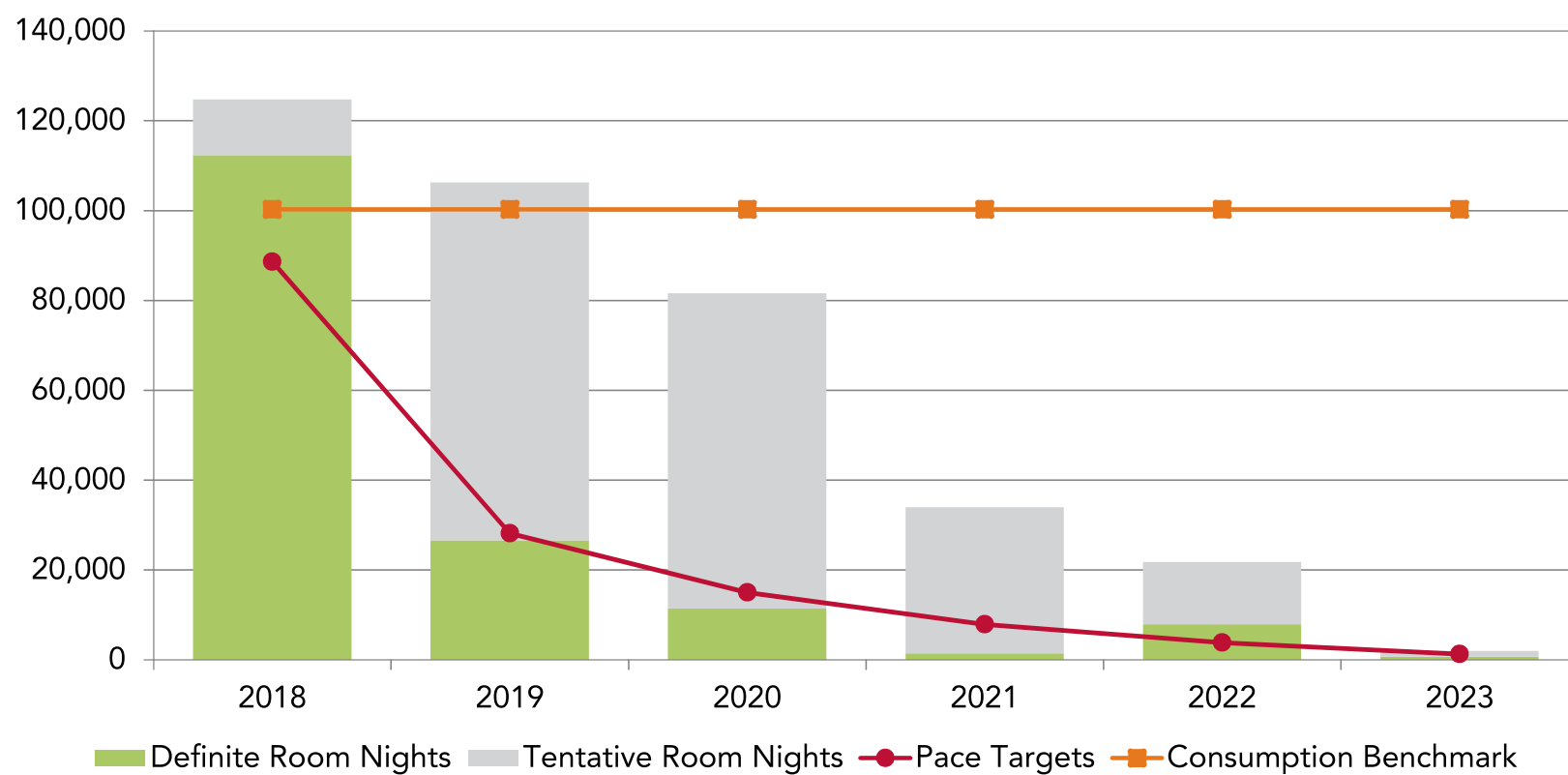
WHAT'S NEXT

Sales Strategies and Tactics:

- > Fill open sales manager position
- > Continue integration of new deployment strategies
- > Develop new sales tools and resources to enhance destination positioning in the meetings industry that impacts lead generation and closure
- > Host collaborative partner session on "Achieving a Higher Level of Community Engagement to Secure Larger Conventions"
- > Provide sales education to hotel partners focusing on Achieving the Next Level of Sales Excellence

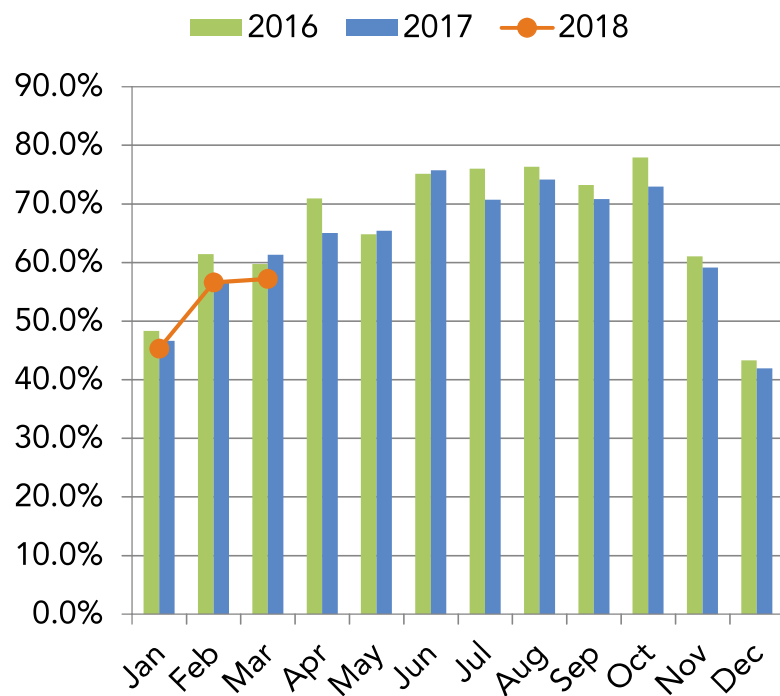
TAP REPORT

2018 Q1

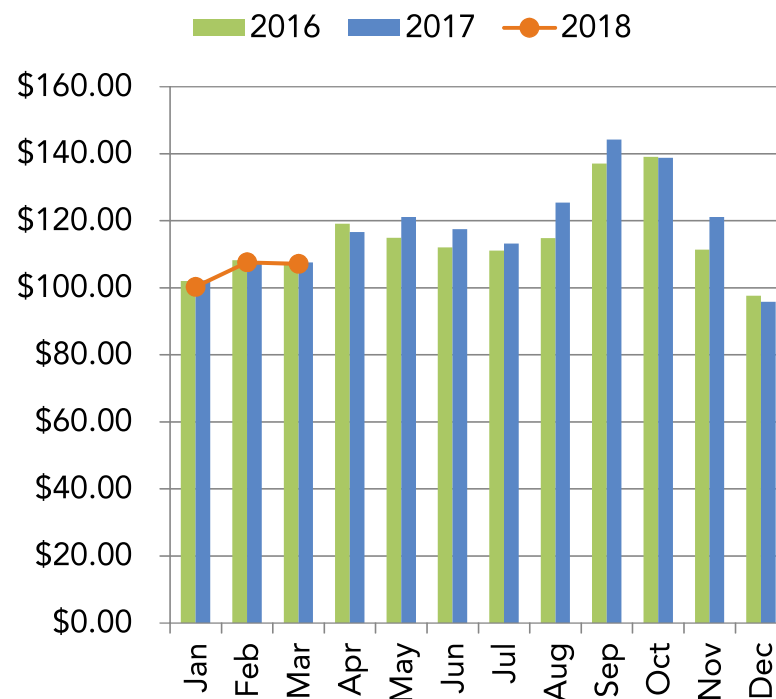


MADISON – MARKETWIDE

OCCUPANCY RATE

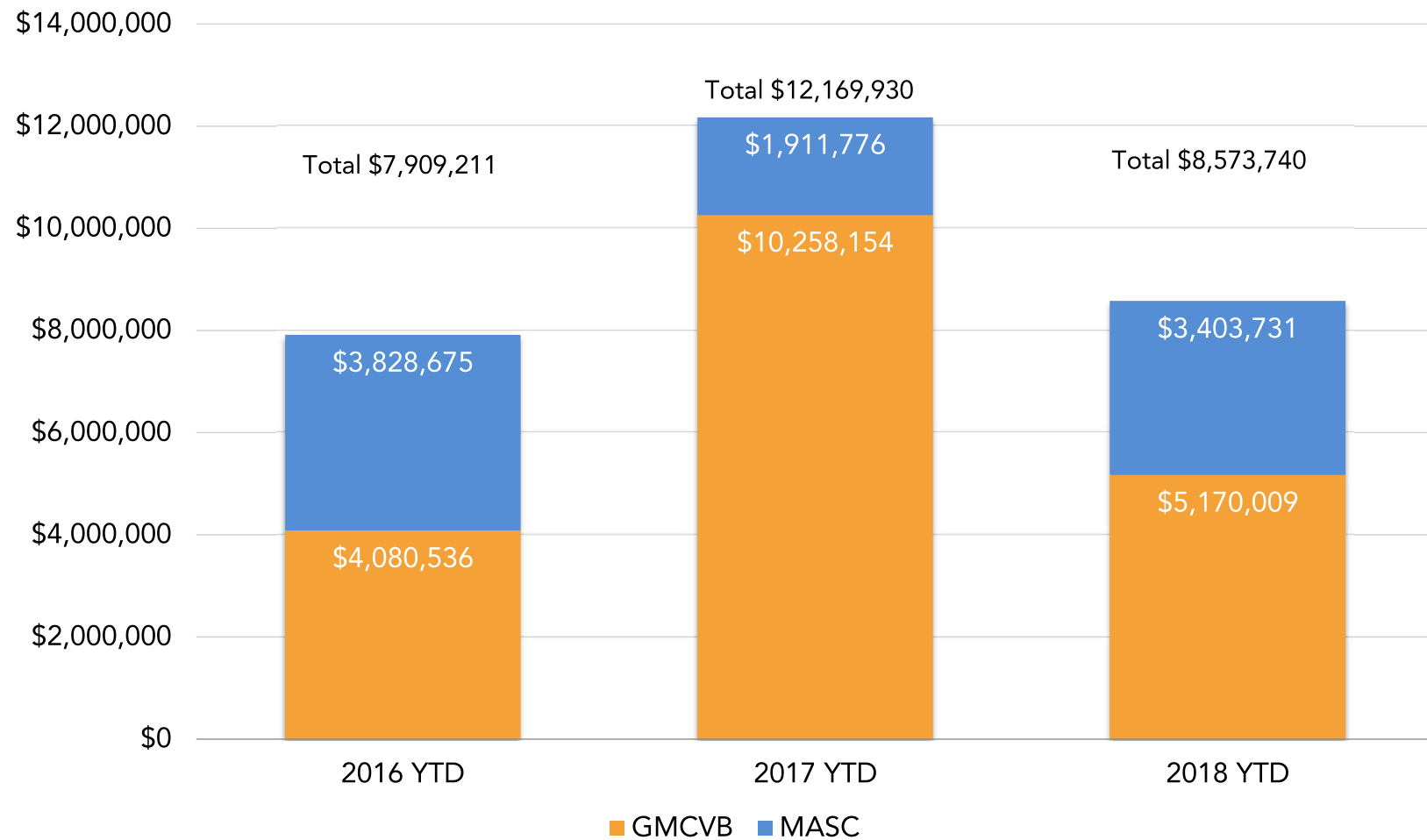


ADR



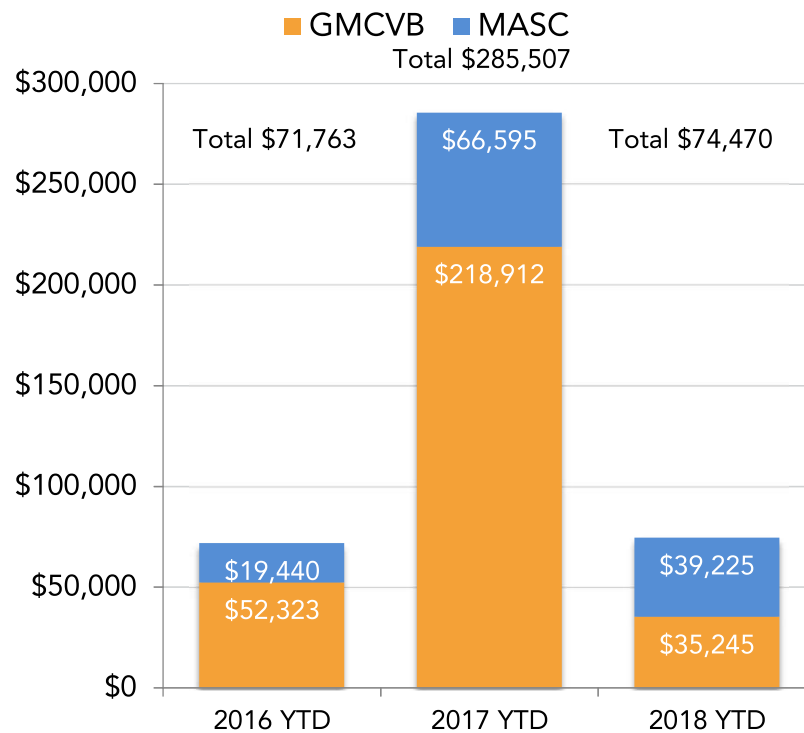
Source: Smith Travel Research

GMCVB & MASC DIRECT SPENDING FOR FUTURE EVENTS

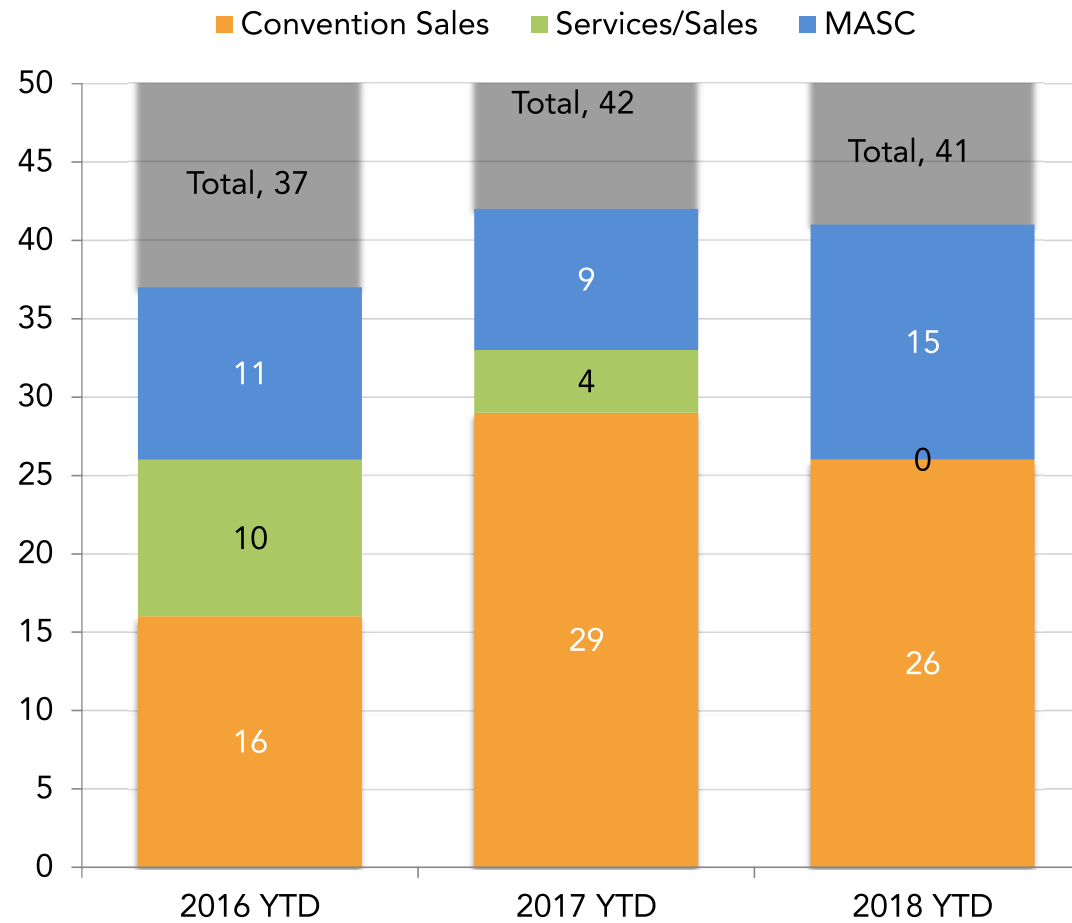


GMCVB & MASC CONTRACT REVENUE GENERATED

Monona Terrace Contract Revenue
2018 Goal: \$705,000
10.56% goal achieved



ALL GMCVB & MASC CONFIRMED EVENTS



2018 TOTAL CONTRACTED ROOM NIGHTS FOR GMCVB & MASC

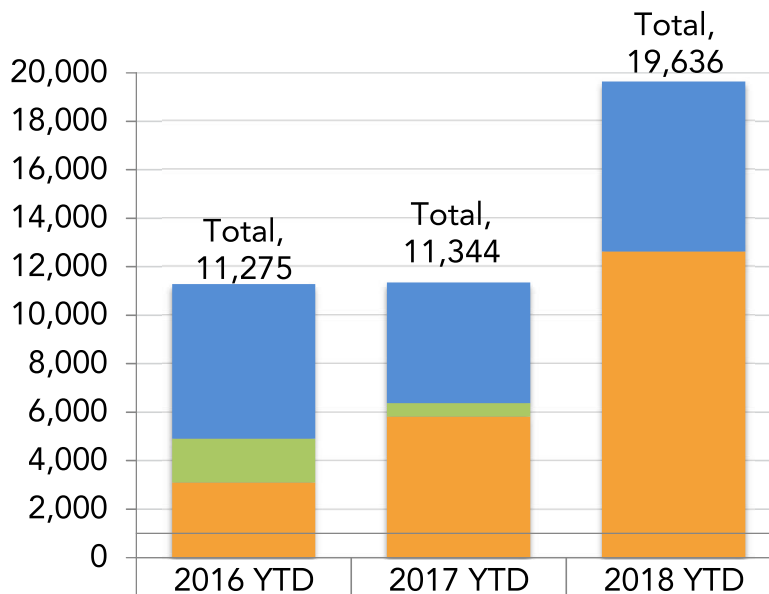
2018 Goal = 101,000
19.44% goal achieved

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.



Total	11,275	11,344	19,636
MASC	6,371	4,980	7,019
Services	1,817	558	0
Sales	3,087	5,806	12,617



MARKETING & PR

January-March 2018

Q1 Public Relations Highlights



Madison Named One of
the Best Small Cities in
America

[National Geographic
Traveler, January 2018](#)

VINEPAIR

#4 Best Beer Destination in the World

[Vinepair.com, January 2018](#)

SOCIAL MEDIA Q1 HIGHLIGHTS



Top Takeaways:

- > Seasonal imagery, press features are top
- > 31,280 followers on FB, Twitter & Instagram
- > Hotel Week promo & contests gained new followers & emails for the Insider
- > Press: Nat Geo Best Small Cities
- > Top Content: Fish Fry, New in Madison 2018



TravelMadison



@Visit_Madison



@VisitMadison



Greater Madison
Convention & Visitors
Bureau



MADISON AREA SPORTS COMMISSION



January-March 2018

Q1 MASC MARKETING HIGHLIGHTS



Bucky on Parade Prep :

- > Finalizing Parade Map
- > Artists work on statues
- > Social media channels established and gaining traction
- > Statues begin coating
- > Preparation for events surrounding the Parade



Event Support:

- > WIAA Winter Tournaments
 - > Including widespread campaign for Boys State Basketball Championship
- > Dairy-Aire Gymnastics Invitational

Q1 PR & COMMUNICATIONS MASC HIGHLIGHTS

IRONMAN Wisconsin contract extended to 2021

Madison to host the triathlon for four more years

Posted: Mar 06, 2018 11:04 AM CST Updated: Mar 06, 2018 11:04 AM CST



APPENDIX.

ALL 2018 **GMCVB** DEFINITE CONTRACTS FOR MONONA TERRACE

New or Non- Annual	Account Name	Lead Name	Event Start Date	Total Rooms	Attend	Direct Spending	Contract Revenue
	AIA Wisconsin	Annual Convention 2021	5/4/2021	75	2,000	\$318,775	\$29,312
	Symp on Rsrch in Child Language Disorders	40th Annual Conference	6/5/2019	730	300	\$196,661	\$5,933
		GMCVB Contracts Definite = 2		805	2,300	\$515,436	\$35,245

ALL 2018 **MASC** 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	CrossFit, Inc.	2018 CrossFit Games	7/26/2018	30,713	35,000	\$11,949,824	\$7,705
	World Triathlon Corporation	IRONMAN Wisconsin 2019	9/3/2019	4,400	14,800	\$2,589,490	\$31,520
		MASC Contracts Definite = 2		35,113	49,800	\$14,539,314	\$39,225

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>
International Society for Cellular Therapy	ISCT Regional Conference 2019	9/19/2019	676	750	\$280,273	\$36,820
Toppers Pizza, Inc. World Headquarters	2019 Annual Convention	6/9/2019	403	400	\$202,111	\$8,555
American Society of Animal Science	2020 Annual Meeting	7/19/2020	2,700	1,300	\$993,818	\$57,096
Sigma Xi, Scientific Research Honor Soc	2019 Annual Meeting	11/4/2019	650	600	\$464,968	\$36,243
Mary Kay Inc	Career Conference 2020	3/25/2020	195	2,000	\$413,691	\$22,596
International Short Break Association	Biennial Conference 2020	6/16/2020	1,200	400	\$405,742	\$23,680
Sankofa Educational Leadership United	Moving Past Failed Student Outcomes	11/1/2018	600	1,000	\$239,991	\$26,100
Contracts Pending = 7			6,424	6,450	\$3,000,593	\$211,090

GMCVB Contracts definite since the end of Q1 2018

<u>Account Name</u>	<u>Lead Name</u>	<u>Preferred Arrival</u>	<u>Total Rooms</u>	<u>Attend</u>	<u>Direct Spending</u>	<u>Contract Revenue</u>
WI Housing and Economic Dev Authority	2019 WHEDA Conference	9/25/2019	235	1,000	\$161,881	\$12,395
Contracts Definite post-Q1 2018 = 1			235	1,000	\$161,881	\$12,395

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

Account Name	Lead Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Amount
NONE						

MASC Contracts definite since the end of Q1 2018

Account Name	Lead Name	Preferred Arrival	Total Rooms	Attend	Direct Spending	Contract Revenue
Gymfinity Children's Activity Center	2019 Dairy Aire Gymnastics Invitational	2/22/2019	140	1,200	\$146,799	\$19,507
	MASC Contracts Definite post-Q1 2018 = 1		140	1,200	\$146,799	\$19,507

MONONA TERRACE – GMCVB & MASC

Confirmed Events occurring in 2018

<u>Account Name</u>	<u>Event Name</u>	<u>Event Start Date</u>	<u>Room Nights</u>	<u>Attend</u>	<u>Direct Spending</u>	<u>Contract Revenue</u>
L & L Exhibition Management	2018 Madison Home Expo	1/4/2018	125	8,000	\$705,542	\$36,966
Dairy Business Association	2018 Dairy Strong Conference	1/16/2018	350	600	\$170,851	
L & L Exhibition Management	Madison Build, Remodel & Landscape	2/14/2018	125	8,000	\$698,776	\$29,295
Wisconsin School Counselor Association	Annual Conference 2018	2/19/2018	895	1,100	\$538,426	\$23,486
Gymfinity Children's Activity Center	2018 Dairy Aire Gymnastics Invitational	2/23/2018	170	1,200	\$138,250	\$18,133
Mary Kay Inc	Career Conference 2018	3/21/2018	186	2,000	\$414,077	\$21,287
Pharmacy Society of Wisconsin	2018 Educational Conference	4/4/2018	95	250	\$68,197	\$10,372
Wisconsin Medical Society	2018 Annual Convention	4/13/2018	175	300	\$108,945	\$13,110
Wisconsin Association of School Nurses	2018 WASN Spring Conference	4/17/2018	110	250	\$153,598	\$10,395
Wisconsin Nurses Association	32nd Annual Pharma & Clinical Update	4/25/2018	362	520	\$214,918	\$19,576
AIA Wisconsin	Annual Convention 2018	5/8/2018	110	2,000	\$324,628	\$28,104
Madison Festivals Inc	2018 Run Madtown	5/25/2018	809	4,500	\$313,404	\$4,998
Symp on Rsrch in Child Language Disorders	39th Annual Conference - 2018	6/6/2018	530	300	\$172,010	\$5,866
Forest Products Society	2018 International Convention	6/10/2018	300	175	\$126,901	\$11,870

MONONA TERRACE – GMCVB & MASC

Confirmed Events occurring in 2018

Account Name	Event Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Revenue
Private Event	Pabich Wedding Block	6/15/2018	89	400	\$48,675	
Blue52 Productions, LLC	2018 Natl Space & Missile Materials Symp	6/21/2018	1,147	450	\$487,759	\$33,447
USA Yoga Federation	2018 USA Yoga National Championship	6/29/2018	200	250	\$95,906	\$3,496
Solution Tree	2018 PLC Institute	7/16/2018	1,000	1,200	\$547,566	\$44,450
Cognitive Science Society	2018 Annual Conference	7/23/2018	934	1,000	\$907,389	\$51,895
LeMans Corporation	Parts Unlimited & Drag Specialties Expo	8/21/2018	1,345	1,000	\$889,292	\$37,166
World Triathlon Corporation	IRONMAN Wisconsin 2018	9/4/2018	5,452	14,800	\$3,011,032	\$33,068
WI Section of Amer Water Works Assoc	Annual Meeting & Water Utility Expo	9/11/2018	410	500	\$384,938	\$19,329
WI Housing and Economic Dev Authority	2018 Multi-Family Housing Conference	10/1/2018	100	600	\$91,550	\$12,395
PDS (Paragon Development Systems)	PDS Connect 2018	10/15/2018	380	600	\$293,265	\$19,335
Wisconsin Music Educators Association	Wisconsin State Music Conference 2018	10/23/2018	479	5,000	\$869,826	\$32,394
Meeting Professionals Intl - WI Chapter	2018 MPI Great Lakes Education Summit	11/3/2018	279	250	\$125,232	\$10,050
Madison Festivals, Inc.	2018 Madison Marathon	11/8/2018	789	8,000	\$566,774	\$2,550
	27 Events		16,946	63,245	\$12,467,726	\$533,033