



MADISON AREA
SPORTS
COMMISSION™

January-June 2018



LEADERSHIP

January-June 2018

PERFORMANCE REPORT: Q2 2018

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

- > Contracted for 83 future events that are expected to generate \$16.1 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 \$151,170 in contract revenue for Monona Terrace, 21.4% of goal

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

- > Continued engagement in the Alliant Energy Center Master Planning Committee and Destination District conversation
- > Engaged in Truax support group, Badger Air Community Council and support for F-35s
- > Continued development of Essential Madison Experiences with 10 participating businesses
- > Launched 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 until September 12, 2018. Began planning for Finale Party and Auction to take place in September
- > Presented at the DMI Breakfast. Presented to City of Madison Common Council August 7th
- > Continued work on organization name and destination branding campaign with Lindsay Stone Briggs

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



SALES

January-June 2018

Q2 CONVENTION & SPORTS SALES ACTIVITIES

Strategic Sales Activities:

- > 15 Site Visits
- > 38 BYM&EH Connections
- > “One City One Contract” and Convention Experience partner collaboration discussion
- > Nicole Slemin and Emily Wendt join sales team

Trade Shows and Market Segment Activities:

April

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

May

- > HelmsBriscoe Annual Business Conference – Orlando, FL

June

- > MPI World Education Conference – Indianapolis, IN
- > National Assoc of Consumer Shows – Pittsburgh, PA

WHAT'S NEXT

Trade Shows and Market Segment Activities:

July

- > National Jr Simmental Show – St. Paul, MN
- > ISCB IMMB – Chicago, IL
- > DMAI Annual Convention – Anaheim, CA

August

- > Forward Festival – Madison
- > ASAE – Chicago, IL
- > Connect Marketplace – Salt Lake City, UT

October

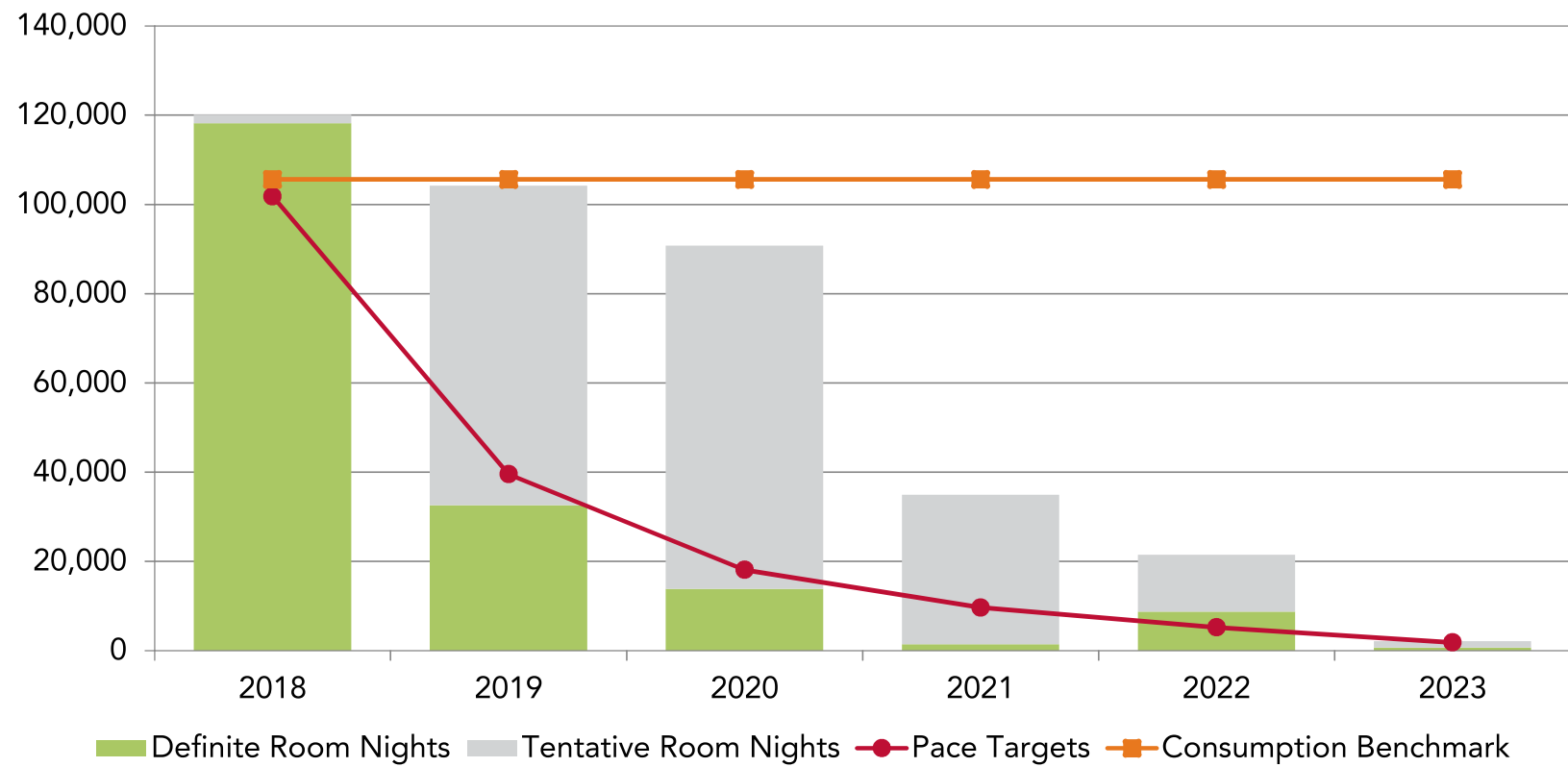
- > IMEX

WHAT'S NEXT



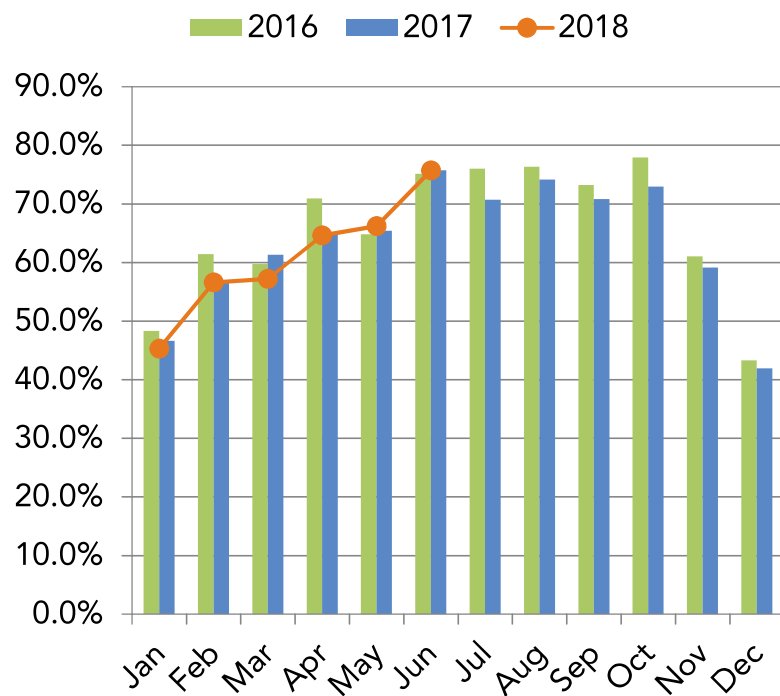
TAP REPORT

2018 through 6/30/18

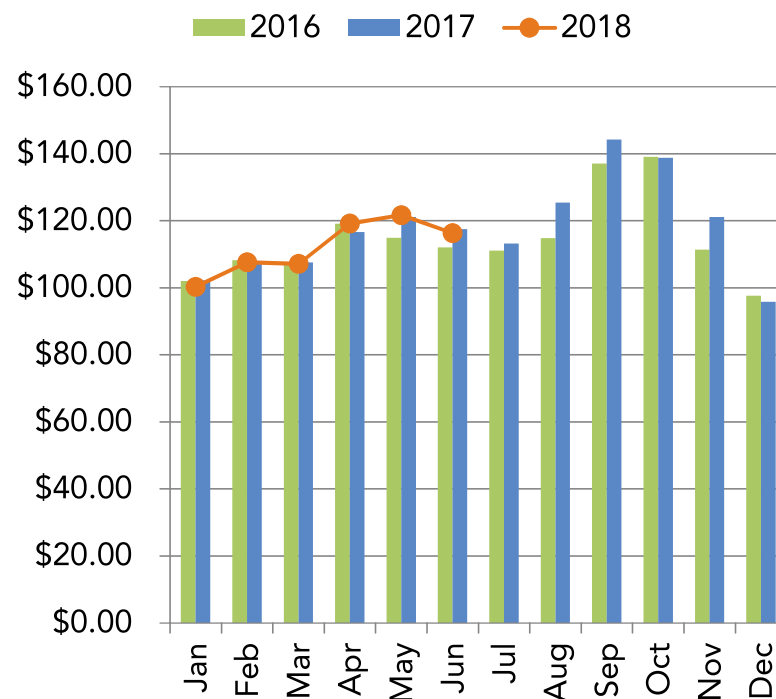


MADISON – MARKETWIDE

OCCUPANCY RATE

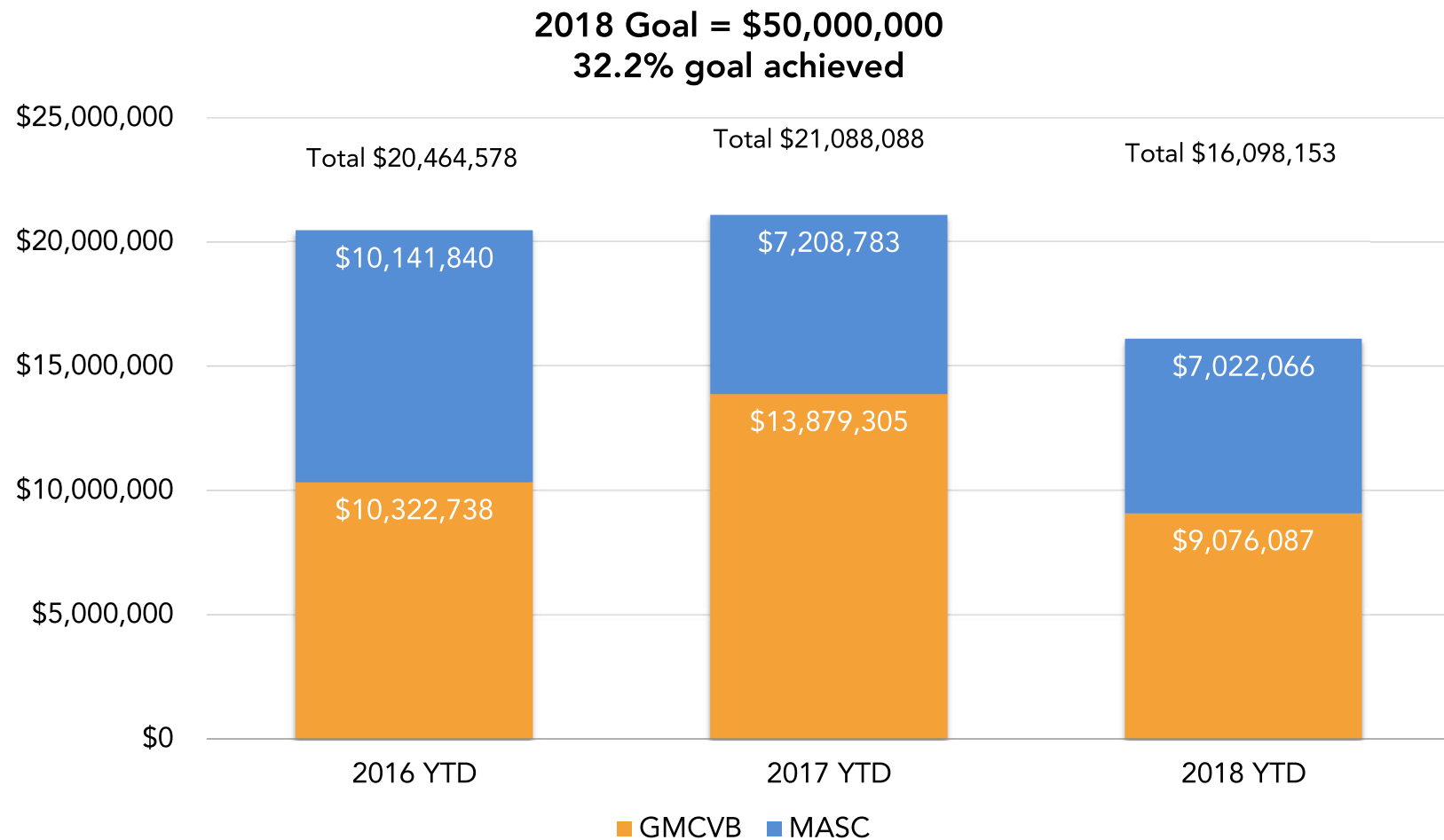


ADR



Source: Smith Travel Research

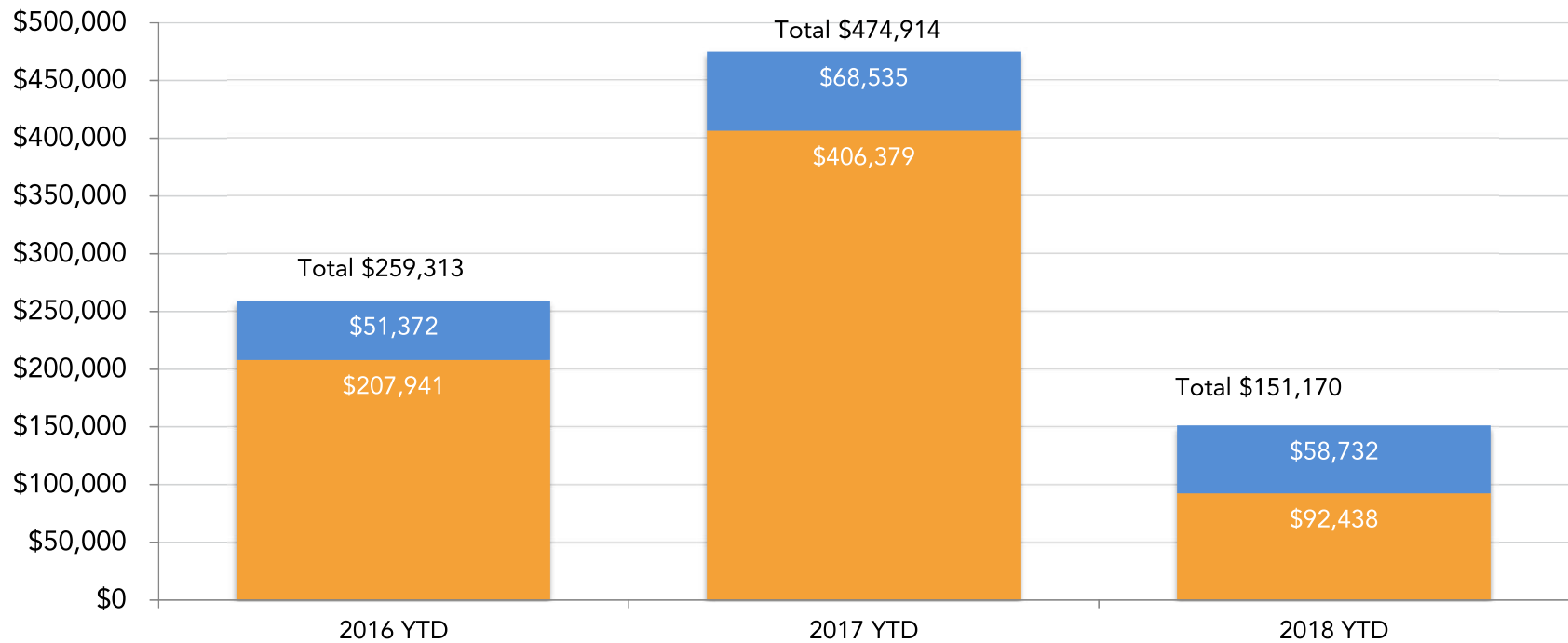
GMCVB & MASC DIRECT SPENDING FOR FUTURE EVENTS



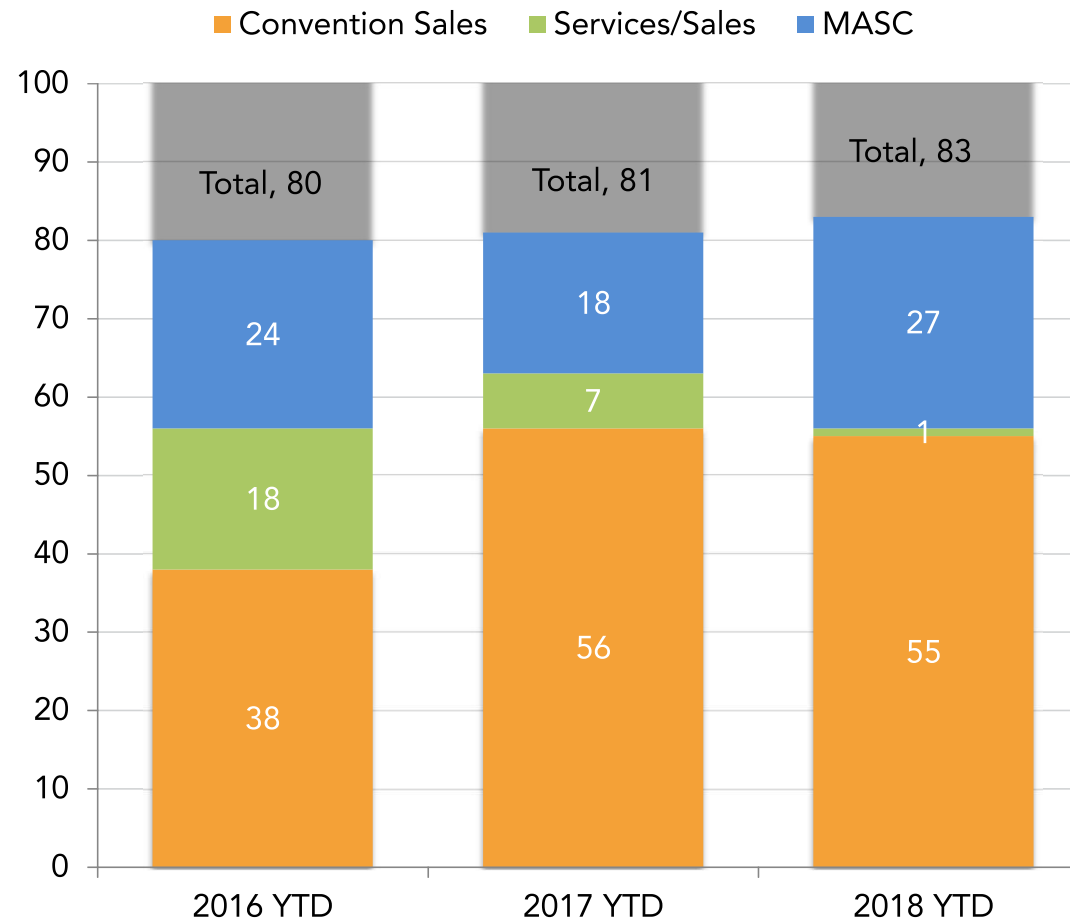
GMCVB & MASC CONTRACT REVENUE GENERATED

Monona Terrace Contract Revenue
2018 Goal: \$705,000
21.44% goal achieved

■ GMCVB ■ MASC

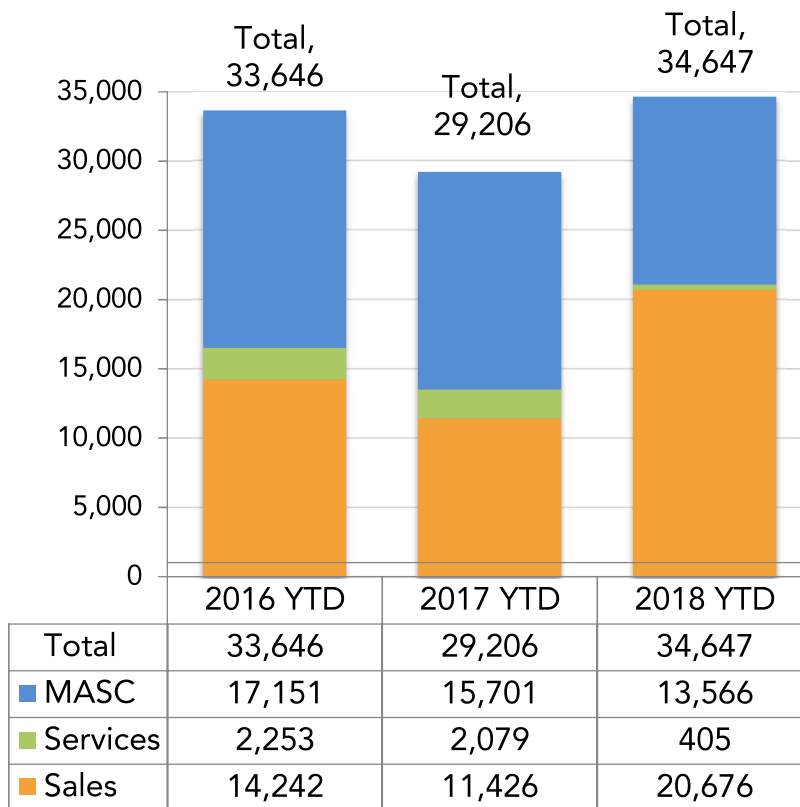


ALL GMCVB & MASC CONFIRMED EVENTS



2018 TOTAL CONTRACTED ROOM NIGHTS FOR GMCVB & MASC

2018 Goal = 101,000
34.3% 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.

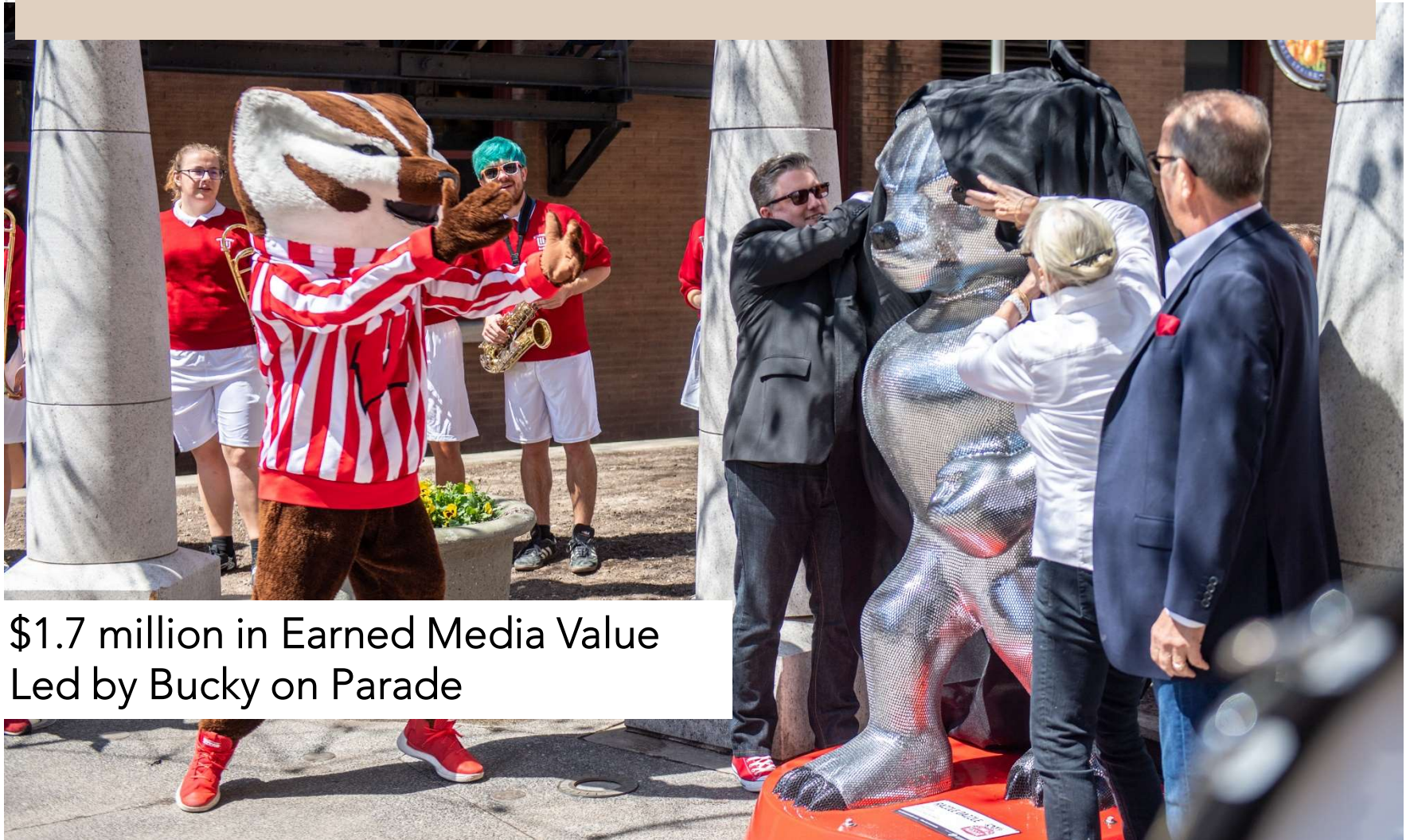
This report does not reflect room nights for groups GMCVB and MASC services.



MARKETING & PR

January-June 2018

Q2 PR & COMMUNICATIONS HIGHLIGHTS

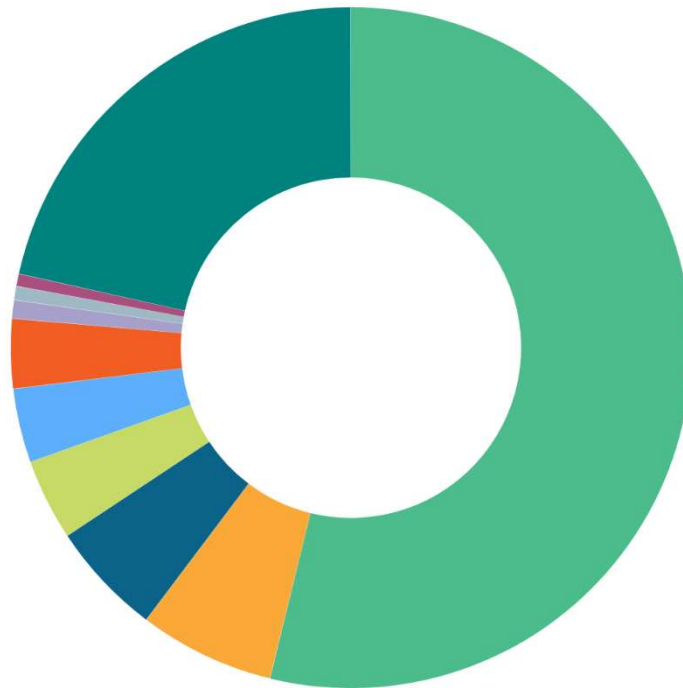


\$1.7 million in Earned Media Value
Led by Bucky on Parade

Q2 PR & COMMUNICATIONS HIGHLIGHTS

Nearly half of media coverage was from outside of Madison region

Share of DMA Mentions



■ Madison, WI: 53.8% ■ National: 6.4% ■ Wausau-Rhineland, WI: 5.4% ■ La Crosse-Eau Claire, WI: 3.9% ■ Milwaukee, WI: 3.5%
■ Green Bay-Appleton, WI: 3.3% ■ New York, NY: 0.9% ■ Duluth-Superior, MN-WI: 0.7% ■ Phoenix, AZ: 0.6% ■ Other: 21.5%

Q2 PR & COMMUNICATIONS HIGHLIGHTS

WISCONSIN
STATE JOURNAL

News

Sports

Opinion

Obituaries

Business

Lifestyles

Entertainment

STATE TOURISM | TOTAL REVENUE HITS \$12.7 BILLION

Tourism spending climbs for eighth straight year in Wisconsin

"They're exposing so many people to the destination," said Deb Archer, president and CEO of the Greater Madison Convention & Visitors Bureau and Madison Area Sports Commission. "We always are really happy to see the growth continue, and every year it's a little bit different mix of businesses that helps grow those numbers."

Positive Tourism
Report Tops Madison
News



Cyclists on rental bikes make their way toward State Street on Friday. Direct tourism spending in 2017 across Wisconsin rose 3.17 percent over 2016, to \$12.7 billion, according to numbers released Friday by the state Department of Tourism. Dane County was second in direct spending at \$1.2 billion, an increase of 2.7 percent.

JOHN HART, STATE JOURNAL

BUY NOW

SOCIAL MEDIA Q2 HIGHLIGHTS

Top media Tweet earned 355 impressions

If you've been craving a second winter, it's a great time to visit... [#VisitMadison](#)
pic.twitter.com/0cbbWjBqZe



4 12

Top Takeaways:

- > 32,150 followers on FB, Twitter & Instagram (+810 since Q1)
- > Bucky on Parade launch & shares
- > Press: Midwest Living Weekend, Eater's new restaurants, MSN's Prettiest Cities in U.S.
- > Top Content: DCFM, Terrace Chairs, Spring Blooms
- > Industry: SOH nominations & event

Up Next:

- > Essential Madison Experiences BTS and launch



TravelMadison



@Visit_Madison



@VisitMadison



Greater Madison
Convention & Visitors
Bureau



MADISON AREA SPORTS COMMISSION

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MASC MARKETING HIGHLIGHTS



BUCKY ON PARADE LAUNCHES!

MASC MARKETING HIGHLIGHTS



Bucky on Parade:

- > Media Partnerships
- > Marketing Collateral (Kids Books, Maps, Find them all sheets)



Event Support:

- > WIAA Spring Tournaments
- > Run Madtown
- > USA Yoga National Championships
- > Ironman 70.3
- > BIG10 Softball Championship

MASC MARKETING HIGHLIGHTS



Morning Sports Report

- > April – Women & Sports: Insight from espnW and Badger alum
- > June -- Behind the Mascot: Stories about our Beloved Bucky Badger



American Family Insurance Championship

- > Marketing support
- > Hospitality

Q2 PR & COMMUNICATIONS MASC HIGHLIGHTS

Bucky on Parade becomes a
local phenomenon



85 'Bucky on Parade' statues to be unveiled Monday throughout Madison,



George Dale, right, and his daughter, Harper Dale, after being photographed by a friend with "Game Day Bucky" during a Tuesday evening preview party for the "Bucky on Parade" public art project that will debut Monday. On Monday, 85 life-sized Bucky Badger statues painted by dozens of artists will be placed around Dane County for six months.

STEVE APPS, STATE JOURNAL



On Sunday evening, 85 six-foot-tall statues wrapped in dark sheeting to obscure their identities will appear across Madison and Dane County.

Q2 PR & COMMUNICATIONS MASC HIGHLIGHTS

CrossFit Extends Through 2021



MASC SOCIAL MEDIA Q2 HIGHLIGHTS



Top Takeaways:

- > 1,995 followers on FB & Instagram (+218 since Q1)
- > Sharing Bucky on Parade prominent posts
- > CrossFit updates



Bucky on Parade

- > 8,956 followers on FB, Instagram & Twitter (+7,232 since Q1)
- > Average organic post reach: 1,500+
- > 7,330 public Instagram posts using #buckyonparade



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
New	Sigma Xi, The Scientific Research Honor Soc	2019 Annual Meeting	11/4/2019	650	600	\$464,968	\$36,243
	AIA Wisconsin	Annual Convention 2021	5/4/2021	75	2,000	\$318,775	\$29,312
Non- Annual	Toppers Pizza, Inc. World Headquarters	2019 Annual Convention	6/9/2019	398	400	\$194,786	\$8,555
	Symp on Rsrch in Child Language Disorders	40th Annual Conf - 2019	6/5/2019	730	300	\$196,661	\$5,933
	WI Housing and Economic Dev Authority	2019 WHEDA Conference	9/25/2019	195	1,000	\$148,783	\$12,395
		GMCVB Contracts Definite	5	2,048	4,300	\$1,323,973	\$92,438

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
	Gymfinity Children's Activity Center	2019 Dairy Aire Gymnastics Invite	2/22/2019	140	1,200	\$146,799	\$19,507
		MASC Contracts Definite 3		35,253	51,000	\$14,686,113	\$58,732

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

Account Name	Lead Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Amount
Wisconsin Department of Tourism	Governor's Conf on Tourism 2020	3/15/2020	1,000	1,000	\$518,303	\$38,522
International Society for Cellular Therapy	ISCT Regional Conference 2019	9/19/2019	676	750	\$280,273	\$34,450
American Society of Animal Science	2020 Annual Meeting	7/19/2020	2,700	1,300	\$993,818	\$57,096
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	\$23,154
Sankofa Educational Leadership United	Moving Past Failed Student Outcomes	11/1/2018	600	1,000	\$239,991	\$3,970
GMCVB Contracts Pending = 6			6,371	6,450	\$2,851,817	\$179,788

GMCVB Contracts definite since the end of Q2 2018

Contracts Definite post-Q2 2018 = 0

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

Account Name	Lead Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Amount
US Dragon and Lion Dance Federation	Dragon & Lion Dance Championships	6/21/2019	250	450	\$215,477	\$10,215
	MASC Contracts Pending = 1		250	450	\$215,477	\$10,215

MASC Contracts definite since the end of Q2 2018

MASC Contracts Definite post-Q2 2018 = 0

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