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MEMO

DATE: Monday August 7, 2018

TO: City of Madison Room Tax Commission

FROM: Lynn Hobbie, Chair, GMCVB Board and Deb Archer, CDME, CEO GMCVB

SUBJECT: 2019 City of Madison Funding

The Greater Madison Convention & Visitors Bureau (GMCVB) and Madison Area Sports Commission (MASC) **are dedicated to creating economic impact through tourism.** We accomplish this through our core activities:

- Promoting our community as a destination for new conventions, sporting events and competitions
- Providing service and support to new, existing and recurring conventions, sporting events and competitions
- Providing comprehensive information to connect visitors and prospective visitors to businesses in our community
- Advocating in support of policy and development that further supports and sustains the tourism economy

Through dynamic and strategic programs, we promote Madison as a desirable destination for leisure and business travelers, convention and event attendees and sports spectators. We target markets that align with what Madison is known for: Environmental, Engineering, Education, Agriculture, Science and Sports. Our City of Madison contract designates us as the primary convention sales team for Monona Terrace Community and Convention Center, a role we take seriously and pride in. We also serve as the primary convention and event sales team for Alliant Energy Center. Events secured for that venue generate City of Madison hotel room nights and room tax revenue to the benefit of the City of Madison, Monona Terrace and our organization.

The events we attract to Madison and the ongoing events we service, generate significant room tax revenues for the City of Madison, keep thousands of our residents working and contribute revenues to businesses and attractions that provide the quality of life our residents enjoy.

Looking ahead to 2019, to achieve maximum results, we will dedicate resources to continued implementation of our Destination Visioning plan by expanding on new strategic programs launched in 2018 and, increase investment in key strategic programs, tools and staff support. Specific initiatives include, but are not limited to:

- Increase investment in our new brand campaign designed to present and promote Madison to event planners and leisure travelers
- Promoting our “Essential Madison” destination visitor experiences to engage visitors and drive more - and longer - visitor stays
- Expand marketing programs, focusing on expanding relationships with convention and event prospects and decision makers
- Expanding use of digital and social channels and tools to reach key markets
- Utilize incentive funds to compete for and secure qualified future convention and event business

In 2018 the room tax rate increased from 9% to 10% and terms of our contract were amended to reflect that change. We request the Room Tax Commission approve a 2019 investment of room tax for the GMCVB as designated in our agreement with the City of Madison at 26% of the 2018 room tax collections.