

An aerial photograph of Madison, Wisconsin, featuring the Wisconsin State Capitol building with its prominent dome. The foreground shows a large, crowded pedestrian plaza with many people walking. To the right, there are modern city buildings and a street lined with colorful umbrellas, suggesting a festival or market. The sky is blue with scattered white clouds.

# Common Council Update

August 6, 2019



# Destination Madison



# Tourism is BIG Business

IN 2018:

VISITORS SPENT  
**\$1.3 BILLION**  
IN DANE COUNTY

Tourism Economics, April 2019

The tourism industry keeps  
over **22,000** people working  
in Dane County

IN 2018:

FOOD/BEVERAGE



**\$369 million**  
28%

LODGING



**\$342 million**  
26%

RETAIL



**\$272 million**  
21%

TRANSPORTATION



**\$168 million**  
13%

RECREATION



**\$161 million**  
12%

Tourism Economics, April 2019

# What is a DMO?

A destination marketing and management organization is responsible for promoting a **community** as an attractive travel destination and enhancing its **public** image as a dynamic place to live and **work**.

The impact of travel strengthens the economic position of the community and provides **opportunity** for residents.

A large, solid red abstract shape is located in the bottom right corner of the slide, resembling a stylized mountain range or a series of overlapping hills.

# Our work supports visitors and residents



- Transportation
- Workforce Development
- Affordable Housing



# What's Next?

## 2020 Events:

- Democratic National Convention
- Golden Age Games

## • **Projects we are engaged in:**

- Alliant Energy Center Master Plan
  - Destination District
  - Nolen Waterfront
  - JDS
  - F-35s/Together Truax
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- A large, solid red abstract shape is located in the bottom right corner of the slide. It has an irregular, organic form with several peaks and valleys, resembling a stylized landscape feature or a splash of paint.

**Thank you**  
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