

Monona Terrace Board Update

August 14, 2019



Leadership



Leadership Focus

Strategic Planning

- Research
 - DestinationNEXT
 - Surveys
 - Interviews
 - Longwoods International 2018 Visitor Data
 - Longwoods International Resident Sentiment Survey
 - DestinationTHINK! Tourism Sentiment Study

Strategic Planning Retreat

- Board and stakeholders
 - Destinations International Future Study Presentation
- Leadership Team

What We Are Talking About

Product Development

- Alliant Energy Center Master Planning Implementation
- Destination District Support
- Judge Doyle Square
- Bus Rapid Transit
- Nolen Waterfront – Law Park Planning

Destination Development

- Experience Program Expansion
- Workforce Development & Training



What's Next

On Our Radar

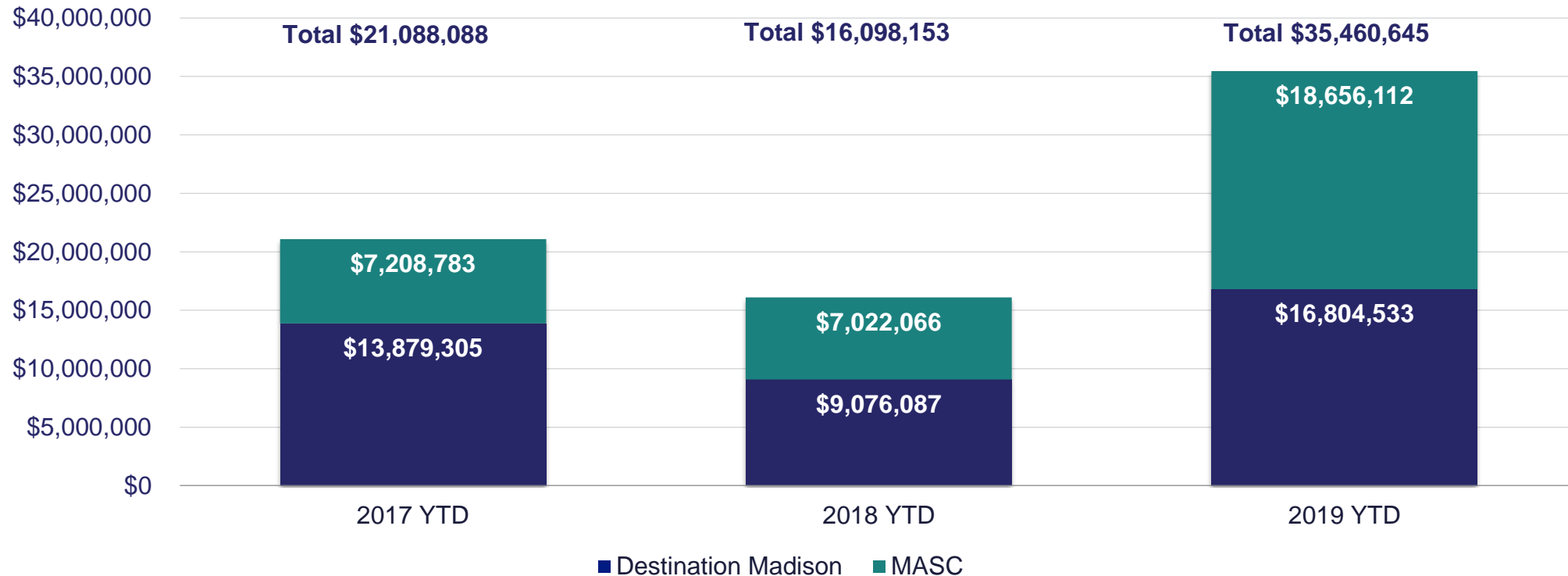
- DNC 2020: Opportunities for Region
- Industry Trends
 - Short Term Rental and OTA Impacts on Event Room Blocks
 - Hotel Room Inventory Growth and Impact on Occupancy and Average Daily Rate



Sales

Q2 2019 DM & MASC

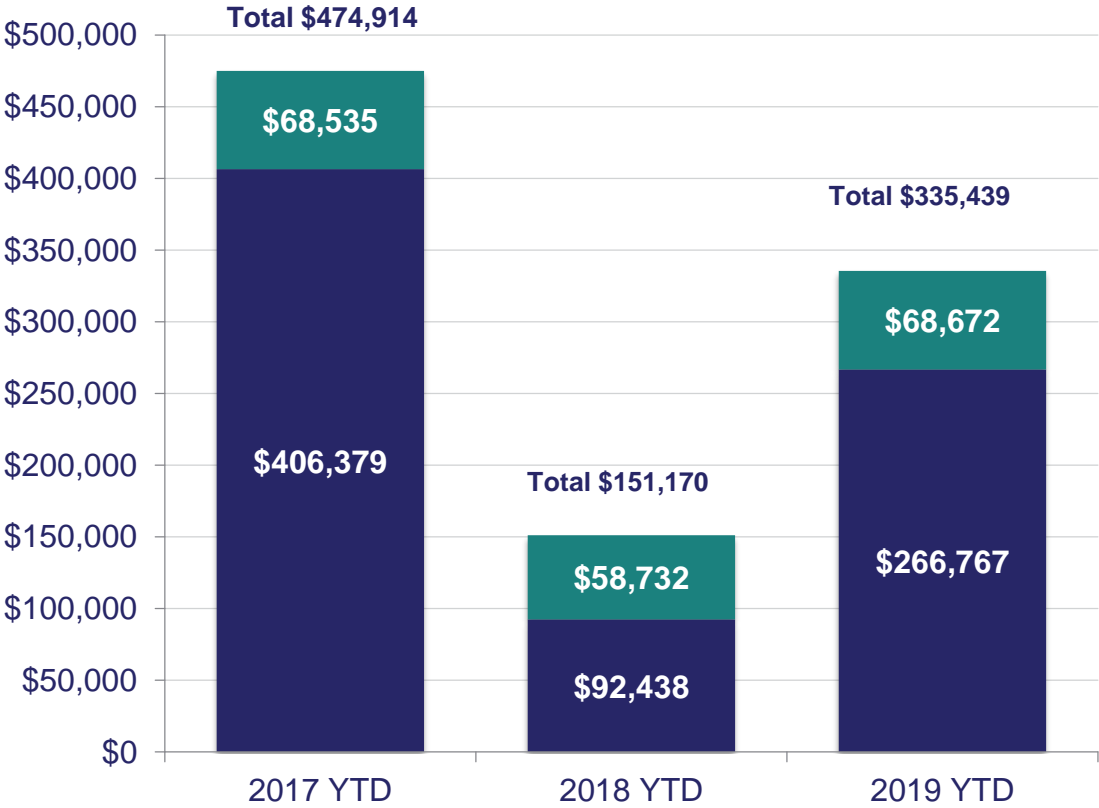
Direct Spending Future Events



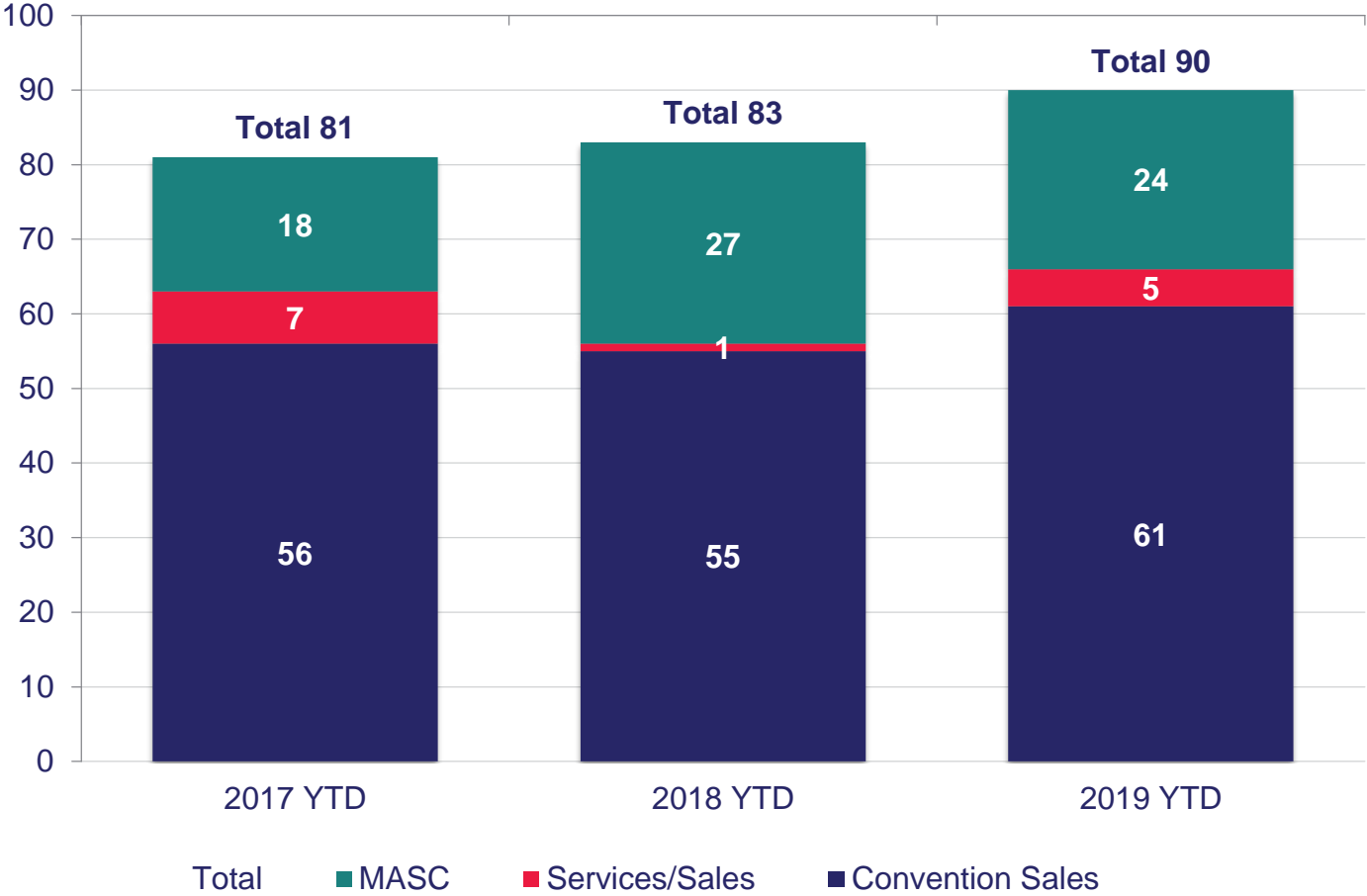
DM & MASC Contract Revenue

Monona Terrace Contract Revenue
2019 Goal: \$705,000 47.58% goal achieved

■ Destination Madison ■ MASC



All DM & MASC Confirmed Events



2019 Total Contracted Room Nights for DM & MASC

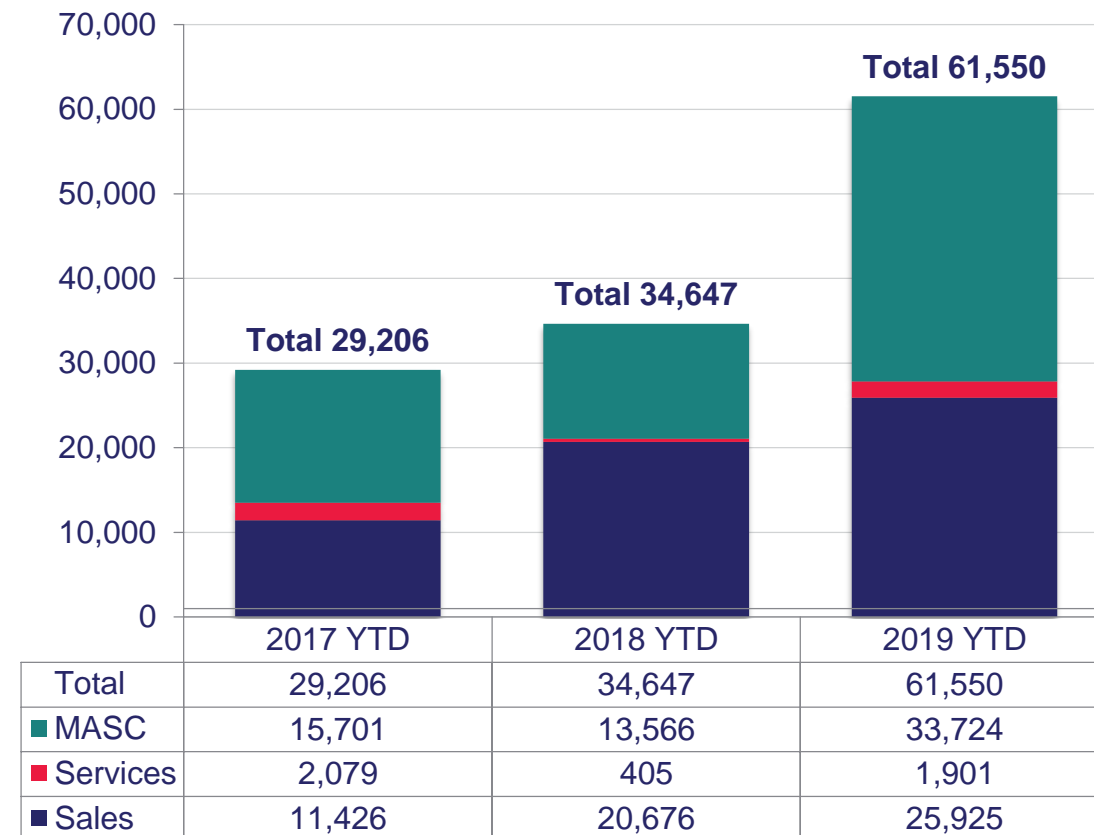
This chart reflects room nights contracted for all DM and MASC confirmed events.

DM has an overall total goal for room nights, with each department, which includes MASC, also having internal goals.

DM and MASC reports room night sales for organization-related sales only.

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

2019 Goal = 104,750
58.76% goal achieved



What's Next

Trade Show and Market Segment Activities

June

- MPI WEC, Toronto
- National Assoc of Consumer Shows, New Orleans

July

- Cvent Connect, Las Vegas
- Destinations International Annual Convention, St. Louis

August

- ASAE Annual Meeting, Columbus
- Connect Marketplace, Louisville
- Forward Fest, Madison

What's Next

Sales Strategies and Tactics

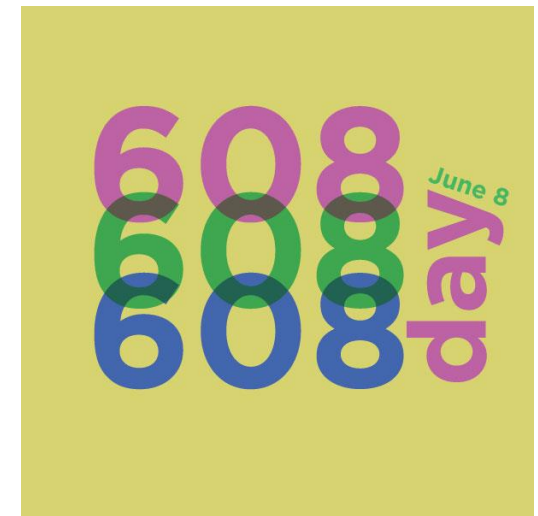
- One city. One Contract. – Connect ad campaign targeting 50K + planners & 250,000 video impression
 - Bring Your Meeting Home – Campus Connection roll out
 - Welcome Anne Yost; Fill one open position
 - Leverage Professional Convention Management Association Knowledge Exchange Partnership
 - Coordinate Wisconsin competitive set city tours
 - Further development of Geographic Markets
- 
- A large, solid red abstract shape is located in the bottom right corner of the slide, resembling a stylized mountain or a splash of paint.

Marketing

Leisure : 608 Day Recap

608 Day:

- 30 Deals & 47 Events offered by partner businesses
- Promoted via social ads, BTS videos, media outreach
- Over 12K web views (9K unique visitors)
- \$46.8K in earned media
- Majority want to participate again or in other promotions



Destination Madison Awards

- Nominee Reception : May 9
 - Welcomed 33 of the 53 nominees
 - National Travel & Tourism Week
- DMAs : June 25
 - Over 200 attendees
 - 7 award recipients
 - Supported by: The Edgewater, Chance Productions, Focal Flame, Food Fight Restaurant Group, and Celebrations Entertainment



Brand : Events

- **Partner Education Event :**
Building Your Brand Personality
- **MASC :** Sports Product Development -From Conception to Reality: How to Build Community Venues



PR & Communications

PR & Communications

Year to Date metrics:

- Media Mentions: 3,500
- Reach: 16.2 million
- Media Value: \$3.9 million

Q2 Highlights:

- Hosted Tourism Week Press Event with Governor Evers and Department of Tourism Secretary Designee Meaney at Sassy Cow Creamery
- Released Year in Review for 2018
- Attended PRSA Annual Convention



MASC

MASC Marketing Highlights

- CrossFit Games Prep
- Bucky on Parade One Year Anniversary



WHERE ARE ALL THE BUCKYS?

They've found new homes!
Learn where you can visit many of
them at buckyonparade.com.

MASC Social Media Highlights

 **Madison Area Sports Commission** is 😊 feeling fine in Lake Monona. Published by Ellen Larson [?] · May 15 · 🌐

It's coming back!!

The **Reebok** Fit Barge will return to Lake Monona during The CrossFit Games week (July 29–August 5)! 🏊‍♂️



[About this website](#)

MADISONBOATS.COM

Reebok Fit Barge | Boat Rentals at Wingra, Brittingham and Marshall Boats



 **madisonwisports** · Follow
Capitol, Madison

madisonwisports Hello, old friends. 😊

It's great to see @madison_bcycle back on the streets!
#madisonwisports #madisonbicycle #madisonsports #visitmadison #madisonwi #bikeshare #springiscoming
suereed17 @crossfit_kane @fit_mum24 @fraser172 @dickie_thom @louiseprice272 @leightonfab09 well we'll be able to get around when we arrive for @crossfitgames
#madisonwisports #madisonbicycle #madisonsports #visitmadison #madisonwi #bikeshare #springiscoming
suereed17 @crossfit_kane @fit_mum24 @fraser172 @dickie_thom @louiseprice272 @leightonfab09 well we'll be able to get around when we arrive for @crossfitgames 🙌

👍 💬 ↗️ 📌

23 likes

APRIL 5

Log in to like or comment. ...

Appendix

Destination Madison

Definite Contracts for Monona Terrace

New or Non-Annual	Account Name	Lead Name	Event Start Date	Total Rooms	Attend	Direct Spending	Contract Revenue
	LeMans Corporation	Parts Unlimited & Drag Specialties Expo	8/26/2020	1,303	1,000	\$865,142	\$41,607
	LeMans Corporation	Parts Unlimited & Drag Specialties Expo	8/25/2021	1,303	1,000	\$876,092	\$43,692
Non-Annual	Solution Tree	2020 PLC Institute	10/20/2020	895	1,500	\$794,543	\$44,650
	LeMans Corporation	Parts Unlimited & Drag Specialties Expo	8/17/2022	1,303	1,000	\$887,275	\$45,875
Non-Annual	MBLGTACC	2021 Midwest BLGTA College Conf	2/12/2021	1,000	2,000	\$468,928	\$42,264
New	Cognitive Development Society	12th Biennial Conference-2021	10/20/2021	825	900	\$573,210	\$30,321
	WI Housing and Economic Dev Authority	2020 WHEDA Conference	9/22/2020	140	1,000	\$135,381	\$12,425
	Symp on Rsrch in Child Language Disorders	41st Annual Conference - 2020	5/28/2020	660	300	\$190,239	\$5,933
DM Monona Terrace contracts definite through Q2 2019 = 8				7,429	8,700	\$4,790,810	\$266,767

MASC

Definite Contracts for Monona Terrace

New or Non-Annual	Account Name	Lead Name	Event Start Date	Total Rooms	Attend	Direct Spending	Contract Revenue
	CrossFit, Inc.	CrossFit Events	7/25/2019	21,561	35,000	\$10,275,816	\$11,765
	World Triathlon Corporation	IRONMAN Wisconsin 2020	9/8/2020	4,923	14,800	\$2,804,184	\$31,577
	Madison Festivals Inc	2019 Run Madtown	5/24/2019	1,104	4,500	\$406,074	\$4,845
	Gymfinity Children's Activity Center	Dairy Aire Gymnastics Invitational	2/21/2020	200	4,000	\$153,755	\$20,485
MASC Monona Terrace contracts definite through Q2 2019 = 4				27,788	58,300	\$13,639,829	\$68,672

Destination Madison Pending Contracts for Monona Terrace

Pending Contracts

New or Non-Annual	Account Name	Lead Name	Event Start Date	Total Rooms	Attend	Direct Spending	Contract Revenue
New	National Assoc of Extension 4-H Agents	Annual Conference 2022	11/4/2022	2,385	1,000	\$942,656	\$54,154
Non-Annual	Mary Kay Inc	Career Conference 2021	3/19/2021	206	1,500	\$365,120	\$21,521
Non-Annual	Mary Kay Inc	Career Conference 2022	3/18/2022	206	1,500	\$371,643	\$22,596
Destination Madison Monona Terrace Contracts Pending = 3				2,797	4,000	\$1,679,419	\$98,271

Monona Terrace – DM & MASC

Confirmed Events occurring 2019-2025

Account Name	Event Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Revenue
L & L Exhibition Management	2019 Madison Home Expo	1/10/2019	100	9,200	\$805,803	\$42,452
Wisconsin School Counselor Association	Annual Conference 2019	2/4/2019	895	1,100	\$549,304	\$24,664
L & L Exhibition Management	Madison Build, Remodel & Landscape	2/6/2019	125	8,000	\$715,679	\$30,762
Gymfinity Children's Activity Center	2019 Dairy Aire Gymnastics Invitational	2/22/2019	140	1,200	\$146,799	\$19,507
Wisconsin Society of Science Teachers	WSST 2019 Conference	3/6/2019	335	500	\$212,249	\$15,474
Mary Kay Inc	Career Conference 2019	3/20/2019	190	2,000	\$406,778	\$21,521
Wisconsin Medical Society	2019 Annual Convention	4/4/2019	175	300	\$112,068	\$13,394
Pharmacy Society of Wisconsin	2019 Educational Conference	4/8/2019	95	250	\$71,532	\$12,193
Wisconsin Nurses Association	Annual Pharmacology & Clinical Update	4/10/2019	590	520	\$268,926	\$22,464
EcoAdapt	4th National Adaptation Forum	4/22/2019	1,435	1,100	\$719,321	\$51,818
Badger Bay Management Company	2019 Doctor Day Room Block	4/30/2019	40	475	\$29,286	
Soc for the Advncmnt of Scandinavian Study	SASS Annual Conference 2019	5/1/2019	660	275	\$233,087	\$14,528
AIA Wisconsin	Annual Convention 2019	5/7/2019	110	2,000	\$331,798	\$28,712
Central States Water Environment Assoc	Annual Meeting 2019	5/13/2019	356	400	\$202,226	\$13,591
Symp on Rsrch in Child Language Disorders	40th Annual Conference - 2019	6/5/2019	730	300	\$196,661	\$5,933

Monona Terrace – DM & MASC

Confirmed Events occurring 2019-2025

Account Name	Event Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Revenue
Toppers Pizza, Inc. World Headquarters	2019 Annual Convention	6/16/2019	398	400	\$194,786	\$8,555
United States Dragon and Lion Dance Fed	Dragon & Lion Dance Championships	6/28/2019	84	450	\$218,919	\$10,215
World Assoc for Adv of Veterinary Parasitology	2019 WAAVP International Conference	7/5/2019	1,952	700	\$783,911	\$45,041
American Society of Pharmacognosy	2019 Annual Meeting	7/12/2019	1,414	600	\$698,026	\$37,167
LeMans Corporation	Parts Unlimited & Drag Specialties Expo	8/21/2019	610	1,000	\$856,300	\$41,361
World Triathlon Corporation	IRONMAN Wisconsin 2019	9/3/2019	5,057	14,800	\$2,902,053	\$31,520
International Society for Cellular Therapy	ISCT Regional Conference 2019	9/10/2019	803	750	\$375,944	\$34,450
WI Section of Amer Water Works Assoc	Annual Meeting & Water Utility Expo	9/10/2019	425	500	\$391,269	\$20,295
WI Housing and Economic Dev Authority	2019 WHEDA Conference	9/24/2019	195	1,000	\$148,783	\$12,395
Wisconsin Music Educators Association	Wisconsin State Music Conference 2019	10/22/2019	481	5,000	\$890,158	\$34,016
Madison Festivals Inc	2019 Madison Marathon	11/8/2019	339	8,000	\$494,398	\$2,550
Sigma Xi, Scientific Research Honor Society	2019 Annual Meeting	11/11/2019	650	600	\$540,132	\$36,243
Solution Tree	RTI At Work	12/2/2019	477	600	\$338,623	\$22,463
Wisconsin School Counselor Association	Annual Conference 2020	2/17/2020	895	1,100	\$560,517	\$25,900
Gymfinity Children's Activity Center	2020 Dairy Aire Gymnastics Invitational	2/21/2020	200	4,000	\$153,755	\$20,485

Monona Terrace – DM & MASC

Confirmed Events occurring 2019-2025

Account Name	Event Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Revenue
Wisconsin Department of Tourism	Governor's Conference on Tourism 2020	3/15/2020	1,227	1,000	\$494,399	\$40,933
Mary Kay Inc	Career Conference 2020	3/25/2020	190	2,000	\$415,515	\$22,596
Pharmacy Society of Wisconsin	2020 Educational Conference	4/1/2020	470	400	\$163,433	\$12,193
Wisconsin Medical Society	2020 Annual Convention	4/16/2020	198	300	\$109,606	\$13,394
Wisconsin Nurses Association	Annual Pharmacology & Clinical Update	4/22/2020	590	520	\$274,618	\$23,590
AIA Wisconsin	Annual Convention 2020	4/28/2020	80	2,000	\$332,246	\$29,019
UW-Madison Facilities Planning & Mgmt	2020 Big 10 & Friends Utility Conference	5/16/2020	1,350	350	\$441,052	
Symp on Rsrch in Child Language Disorders	41st Annual Conference - 2020	5/27/2020	660	300	\$190,239	\$5,933
American Astronomical Society	236th Meeting of the AAS	5/28/2020	1,894	750	\$771,386	\$77,922
ASLO	2020 Summer Meeting	6/4/2020	2,230	900	\$1,132,507	\$83,206
Society for Freshwater Science	SFS 2020 Annual Meeting	6/4/2020	1,605	650	\$758,555	
International Short Break Association	Biennial Conference 2020	6/15/2020	770	400	\$324,554	\$23,154
Uniform Law Commission	2020 Annual Meeting	7/6/2020	1,785	500	\$649,882	\$45,892
American Society of Animal Science	2020 Annual Meeting	7/17/2020	2,565	1,300	\$992,364	\$57,096
LeMans Corporation	Parts Unlimited & Drag Specialties Expo	8/18/2020	1,303	1,000	\$865,142	\$41,607

Monona Terrace – DM & MASC

Confirmed Events occurring 2019-2025

Account Name	Event Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Revenue
World Triathlon Corporation	IRONMAN Wisconsin 2020	9/8/2020	4,923	14,800	\$2,804,184	\$31,577
WI Section of Amer Water Works Assoc	Annual Meeting & Water Utility Expo	9/15/2020	425	500	\$398,356	\$21,309
WI Housing and Economic Dev Authority	2020 WHEDA Conference	9/22/2020	140	1,000	\$135,381	\$12,425
Brown Swiss Cattle Breeders' Assoc of USA	2020 Brown Swiss World Congress	9/29/2020	750	350	\$344,326	\$9,087
Solution Tree	2020 PLC Institute	10/19/2020	895	1,500	\$794,543	\$44,650
Wisconsin Music Educators Association	WI State Music Conference 2020	10/28/2020	481	7,000	\$1,095,534	\$35,718
National Association for Campus Activities	2021 Northern Plains Regional Conf	4/6/2021	910	900	\$580,997	\$43,780
AIA Wisconsin	Annual Convention 2021	5/4/2021	105	2,000	\$347,176	\$29,312
National Assoc Cnty Veterans Service Officers	NACVSO Training Conference 2021	6/3/2021	2,899	800	\$1,262,471	\$50,731
LeMans Corporation	Parts Unlimited & Drag Specialties Expo	8/17/2021	1,303	1,000	\$876,092	\$43,692
WI Section of Amer Water Works Assoc	Annual Mtg & Water Utility Expo 2021	9/20/2021	264	500	\$332,722	\$19,145
Wisconsin Music Educators Association	Wisconsin State Music Conference 2021	10/27/2021	481	7,000	\$1,120,811	\$37,504
International Soc for Computational Biology	Intelligent Systems for Molecular Biology	7/8/2022	2,460	1,500	\$1,033,178	\$77,195
American Society for Virology	41st Annual Meeting (2022)	7/14/2022	4,705	1,700	\$1,640,612	\$78,095
LeMans Corporation	Parts Unlimited & Drag Specialties Expo	8/16/2022	1,303	1,000	\$887,275	\$45,875

Monona Terrace – DM & MASC

Confirmed Events occurring 2019-2025

Account Name	Event Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Revenue
WI Section of Amer Water Works Assoc	Annual Meeting & Water Utility Expo 2022	9/12/2022	264	500	\$337,377	\$20,102
Wisconsin Music Educators Association	Wisconsin State Music Conference 2022	10/26/2022	481	7,000	\$1,146,518	\$39,381
WI Section of Amer Water Works Assoc	Annual Meeting & Water Utility Expo 2023	9/11/2023	264	500	\$342,131	\$21,109
Wisconsin Music Educators Association	Wisconsin State Music Conference 2023	10/24/2023	396	7,000	\$1,176,144	\$38,939
Wisconsin Music Educators Association	Wisconsin State Music Conference 2024	10/22/2024	796	7,000	\$1,202,392	\$39,504
Wisconsin Music Educators Association	Wisconsin State Music Conference 2025	10/29/2025	392	7,000	\$1,196,444	\$39,504

Thank you