

# OPTIMIZATION STRATEGY PROJECT

**Destination Madison  
City of Madison  
Monona Terrace**

# REASON FOR STUDY

Establish optimum group sales and marketing protocols, practices and performance measures to ensure optimal revenue, impact for group business and room tax generation – especially focused on Monona Terrace.

# CLIENT / REFERENCE LIST



## **Reference Checks**

Raleigh Convention Center

Mayo Civic Center, Experience Rochester , City of Rochester, MN

Kentucky International Convention Center

Fort Worth Convention Center

Visit Orlando

## **Other notable clients**

George R. Brown Convention Center and Visit Houston

Pennsylvania Convention Center and Philadelphia Convention & Visitors Bureau

Miami Beach Convention Center and Greater Miami Convention & Visitors Bureau

Saint Paul River Centre

Kalahari Resort & Convention Center

Richmond Center for Conventions and Exhibitions

# OPTIMIZATION STRATEGY BENEFITS

- Recovery – immersion and alignment; quicker and stronger recovery with a shared vision and purpose
- Space optimization assessment – best business at the right time
- Account prioritization - focused and shared account strategies
- Stakeholder integration – room block commitments, competitive differentiations
- Sales deployment assessment – optimal alignment of resources against best target markets
- Performance metrics – defined (5) year goals and pace targets
- Activity goal assessment – what's needed to get the job done

# PROJECT STEPS

## OBJECTIVES & ALIGNMENT

- Confirm goals and objectives
- Identify opportunities and challenges related to achieving the optimal business mix
- Align goals and priorities for Destination Madison and Monona Terrace - balance economic impact, financial performance and community impact of Monona Terrace

## DESIGN STUDY PROCESS

- Sales Process, results and goal setting analyses
- Sales deployment, activity, pipeline and lost business reports
- Facility space analysis - past activity by day for every room
- Current facility “occupancy” and mix of business
- Booking policy review and alignment
- Determine potential demand – assessing customer universe
- Review current hotel capacity related to customer universe and Monona Terrace capacity

## DETERMINE OPTIMAL CONVENTION CENTER BUSINESS MIX

- Determine optimal # of “first priority” city-wide events, “second priority” room-night generating events, and overall event mix by type of event by year.
- Identify challenges to achieving optimal utilization and mix of business based on study analyses

## DESIGN FUTURE PROJECTIONS AND SALES ACTIVITIES AND PERFORMANCE GOALS

- Set annual goals required to achieve optimal business mix
- Identify sales activity required to achieve booking goals

# OPTIMIZATION STRATEGY – INVESTMENT PROCESS

- Why now – it's an intensive four-month process, current business/activity levels allows better focus
- Destination Madison Foundation has approved investing \$19,000 of the \$69,000 investment
- Flexible billing – cost can be split between 2021 and 2022
- Event assistance funds – a possible funding source
- Strong data based process
- Proven track record of success in optimizing business performance