

An aerial photograph of Madison, Wisconsin, featuring the Wisconsin State Capitol dome in the upper left. A wide, paved pedestrian walkway runs diagonally from the bottom left towards the center right, filled with many people. The walkway is lined with lush green trees on the left and modern city buildings on the right. The sky is blue with scattered white clouds. Overlaid on the center of the image is the text 'City of Madison Room Tax Commission Update' in a large, white, sans-serif font.

City of Madison Room Tax Commission Update

June 14, 2021

Destination Madison: Where we've been (2020 recap)

- Actions taken in 2020 to conserve funds:
 - Layoffs and job eliminations
 - Furloughs
 - Programmatic cuts: Sales, Marketing
 - Shifted savings to reserves to meet anticipated future needs
 - Actions taken to support clients and stakeholders:
 - Rebooked business for future years
 - Provided community connections to leverage marketing
 - Supported City and public health initiatives
 - Supported Downtown and local merchants
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- A red abstract graphic in the bottom right corner, resembling a stylized mountain range or a series of overlapping peaks.

Destination Madison Local Lens




Poised to begin Recovery 2021

Applied for federal and state relief funded:

- Some success: PPP, EIDL, State Grant, ERC
- Some misses: SBA EDA Grant

But, we have not added staff, and have maintained reductions in programs pending lift of public health guidelines.

With travel sentiment on the rise, and business travel expected to re-start in Q4 2021 we are poised to support tourism recovery.



Recovery Priorities

- **Implement a creative, year-long marketing/storytelling program to inspire travel to Madison**

Key Performance Indicators (KPIs)

- Reach 1.5 million website pageviews (near pre-pandemic numbers)
- Minimum increase of 15% in social media following (alongside increased engagement)
- Host a minimum of 15 travel writers in 2021


- **Pursue aggressive sales and sports plans to ensure competitive market advantage and to invigorate the economic engine those markets provide our community**

KPIs

- Generate 100 Leads
- Exceed 54,000 room nights
- Achieve a minimum of 2,080 touchpoints with meetings, events and sports planners

- **Engage in and support downtown's recovery and revitalization to preserve Madison's reputation as a vibrant and desirable destination**

KPIs

- Enhance positive perceptions of Downtown
 - Increase Downtown pedestrian traffic
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Recovery Priorities, continued

- **Create and foster connections between public entities, private partners and stakeholders to rebuild our economy.**

KPIs

- 800 partner participants at Destination Madison events
- Participant satisfaction (survey)


- **Elevate and embrace Diversity, Equity, Accessibility, Inclusion (DEAI) inside and outside the organization to design and promote a welcoming environment and physical space for residents and visitors**

KPIs

- Develop DEAI advancement roadmap for Destination Madison by engaging community partners, Board and staff

- **Propel the recovery of Madison's tourism industry by ensuring critical funding is secured for Destination Madison and vital regional workforce is recruited and developed for hospitality partners.**

KPIs

- City contract in place by August 30, 2021
 - Implement a Workforce Development Task Force to address the workforce shortage and issues in the Madison region.
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Financial Projections

- Industry experts forecast a multi-year horizon to regain 2019 demand and economic impact
 - With urban areas projected to lag overall recovery by a year
- Sales and Marketing investment critical to support recovery
 - Anticipate need to increase programmatic spending for sales and marketing by \$600,000+ in 2022, with continued increases over the next five to six years
- To achieve this, we anticipate reserves used will be \$3.5 to \$4.5 million over the next 5 years – potentially fully depleting our Operating and Unrestricted Reserve funds
- Do not anticipate being able to begin replenishing reserves during the next 6 – 7 years

Continued investment by the City is critical

A large, abstract red shape in the bottom right corner of the slide, resembling a stylized wave or a splash of paint.

Thank you

- Ellie Westman Chin chin@visitmadison.com
- Diane Morgenthaler morgenthaler@visitmadison.com