



# Destination Madison

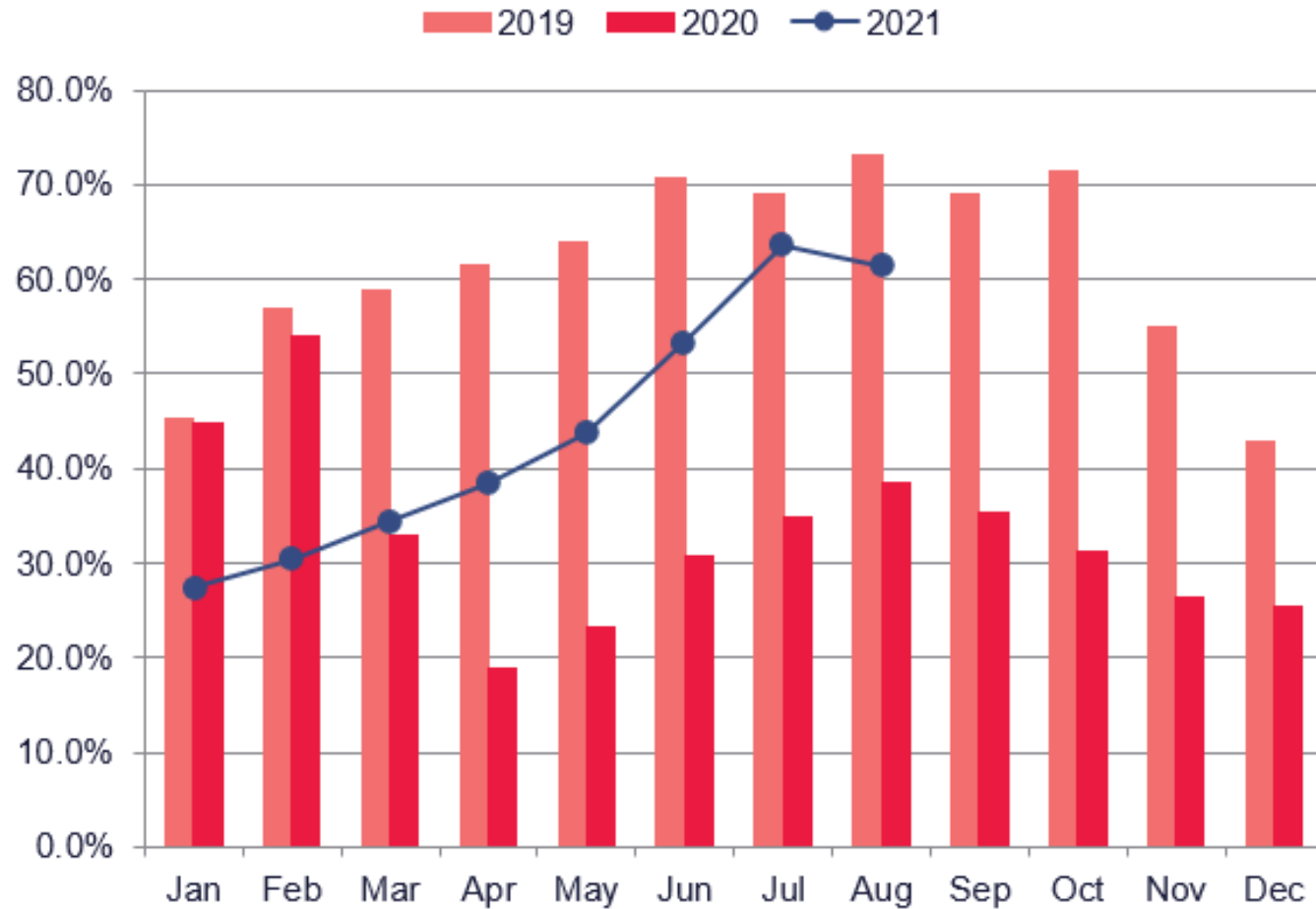
## Q3 2021

Monona Terrace Community and  
Convention Center Board  
October 21, 2021



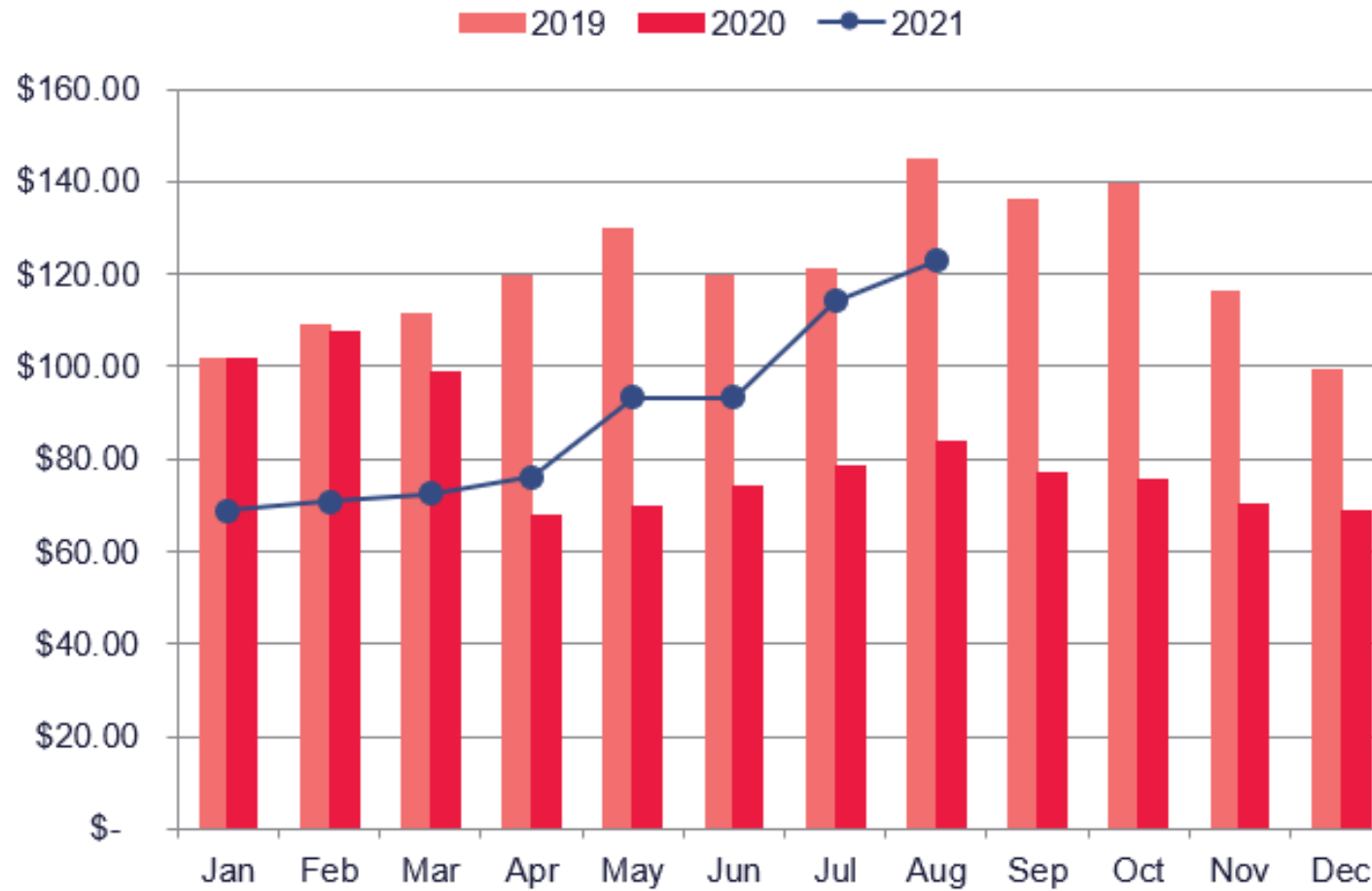
# STATE OF THE INDUSTRY

# Hotel Occupancy



Note year over year inventory does not include COVID related closings

# Hotel ADR



Note year over year does not include COVID related closings

# RECOVERY PLAN

Progress Update – September 2021

# Recovery Priority #1

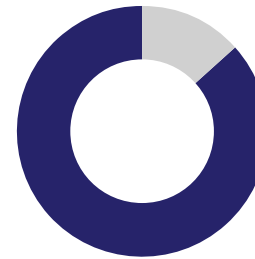
**Implement a creative**, year-long marketing/storytelling program to inspire travel to Madison.



## Website Pageviews

Goal: 1.5 Million

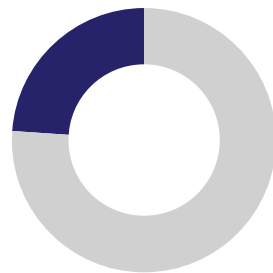
Actual: 896,586



## Host Travel Writers

Goal: 15

Actual: 13



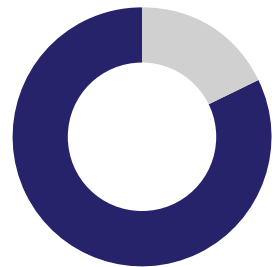
## Social Media Following

Goal: +15%

Actual: +3.7

# Recovery Priority #2

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



## Leads Generated

Goal: 100

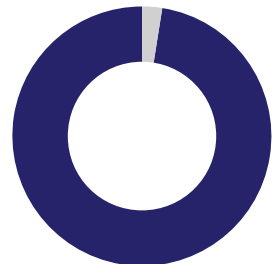
Actual: 82



## Planner Touchpoints

Goal: 2,080+

Actual: 1,823



## Room Nights

Goal: 54,000

Actual: 52,533

# Recovery Priority #3

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



**Increase Downtown Pedestrian Traffic**



**Enhance Positive Perceptions of Downtown**



# Recovery Priority #4

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



## Partner & Community Touchpoints

■ Goal: 2,300

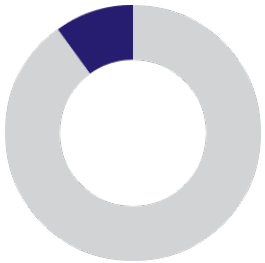
■ Actual: 1,350



## Partner Satisfaction

# Recovery Priority #5

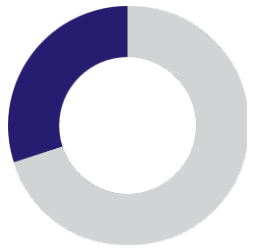
**Elevate and embrace** Diversity Equity Accessibility Inclusion (DEAI) inside and outside the organization to design and promote a welcoming environment and physical space for residents and visitors.



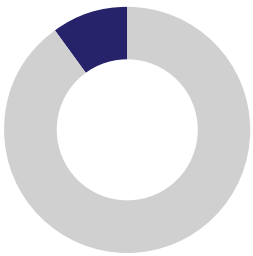
**Develop DEAI Advancement Roadmap for DM**

# Recovery Priority #6

**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



**City Contract in Place by Year End 2021**



**Implement a Workforce Development Task Force**

# CONVENTION & SPORTS SALES

# Convention Sales Activities

## Pending business to close

- Public Relations Society of America – Jun 2023 \$15K/800 rm nights
- Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) – May 2023 \$98K/4,600 rm nights
- International Society for Heart Research – Jun 2023 \$20K/755 rm nights
- ASLO – Jun 2024 \$78K/2,800 rm nights
- WCGALP – July 2026 apprpx\$50K/1,200 rm nights

**Total = \$260K/10,155 rm nights**

## Rebook business to close

- Wisconsin Department of Tourism – Mar 2022 \$41K/1,000 rm nts

**Total = \$41K/1,000 rm nights**



# Convention Sales Activities

## Target account prioritization

- Botanical Society of America – targeting RFP for 2024 or 2026 (450 peak/800pp)
- National Auctioneers Association – targeting RFP for 2023 (550 peak/1,100pp)
- Snow & Ice Management Association – targeting RFP for 2024/25 (375 peak/750pp)
- Retail Jewelers Organization – targeting RFP for 2025 (500 peak/850pp)
- American Cheese Society – targeting RFP for 2023/4 (335 peak/800pp)
- The Wildlife Society – targeting RFP for 2024 (500 peak/1,200pp)
- Wild Birds Unlimited – targeting RFP for 2024 (400 peak/800-900 ppl)
- Society of American Foresters – targeting RFP for 2026 (425 peak/800 ppl)
- Association of Children's Museums – targeting RFP for 2024 (450 peak/900 ppl)
- International Institute of Municipal Clerks – targeting RFP for 2027 (580 peak/1,000 ppl)

# Convention Sales Activities

- Tradeshow activity
  - WSAE 10/26-27 in Brookfield
  - Destination Celebration 11/14 in Minneapolis
  - Connect DC 11/29-12/1
  - Holiday Showcase 12/14 in Chicago

# Sports Sales Activities

- Ironman 2022 is back on for September. In addition, we have extended the contract for September races beyond 2022.
- Launch of the Sports Enhancement Grant
- State Middle School Basketball & Hyrox site visits
- Sports ETA October 25th - October 29th, Birmingham, AL

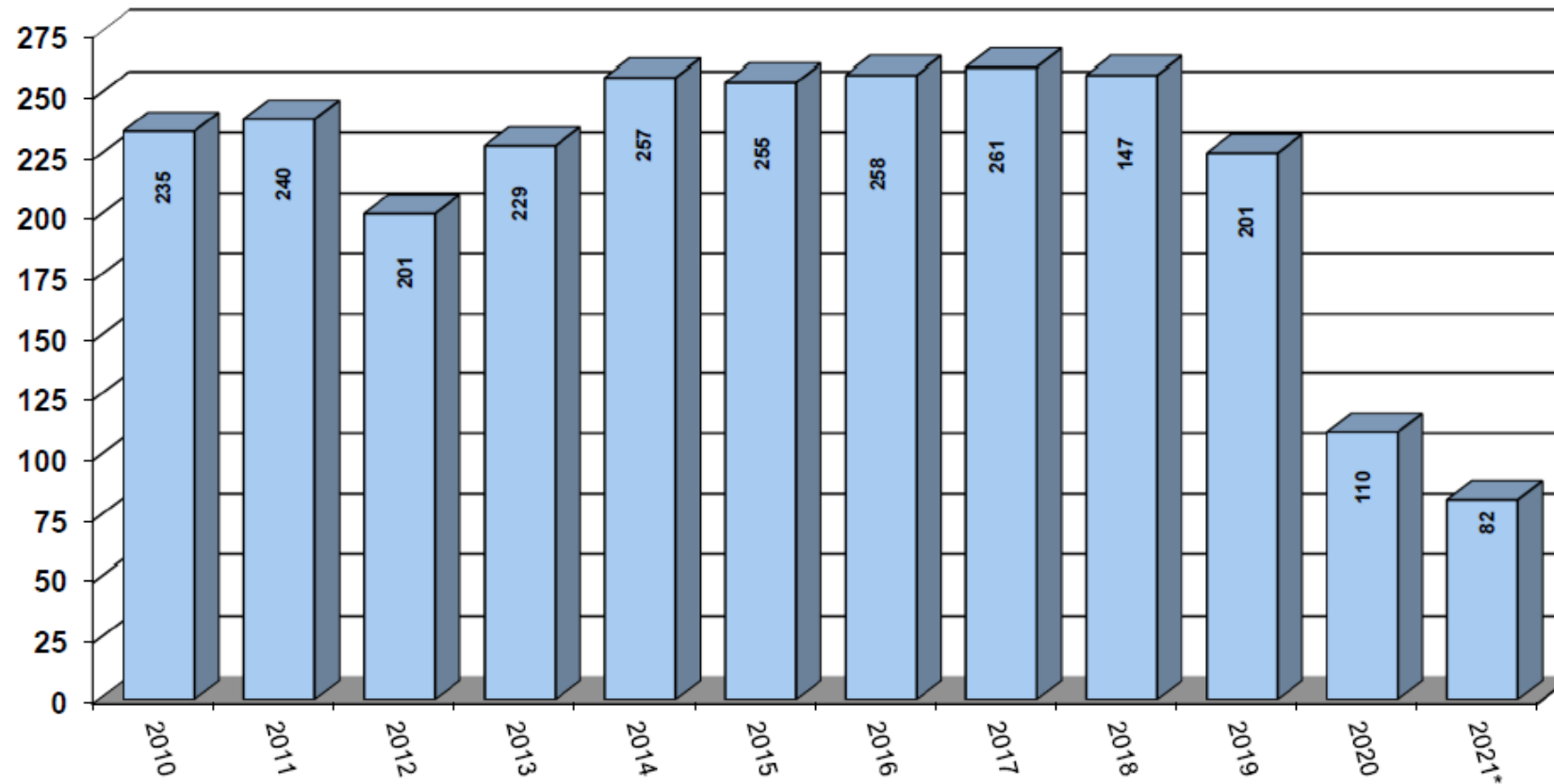
**THANK YOU!**

# APPENDIX



# Sales Activities

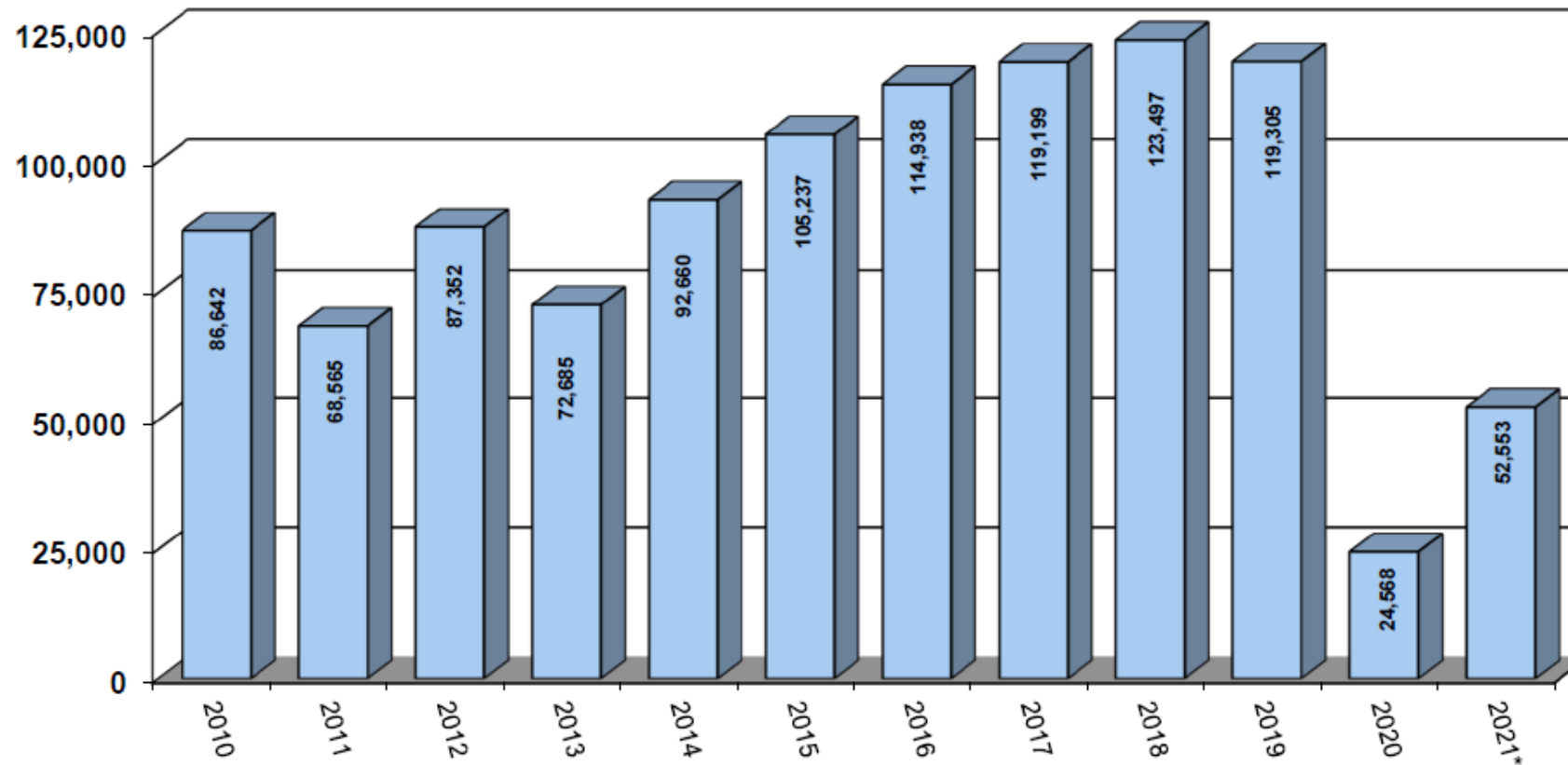
Destination Madison Sales & MASC Sales  
Leads per Year



\* Year to Date

# Sales Activities

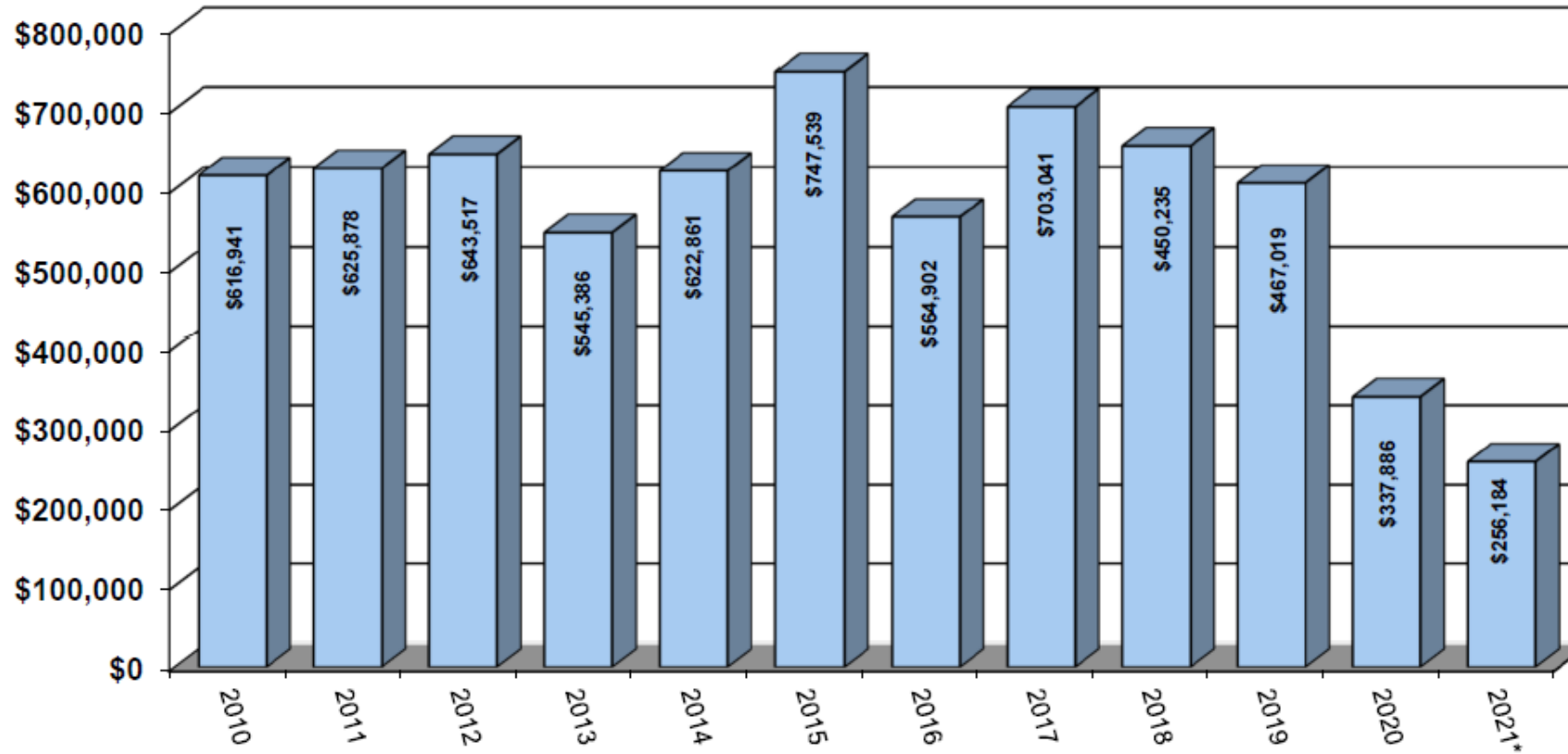
Destination Madison Sales & MASC Sales  
Confirmed Event Room Nights per Year



\* Year to Date

# Sales Activities

Destination Madison Sales & MASC Sales  
Monona Terrace Contract Revenue per Year



\* Year to Date

# 2021 Confirmed Events

Account Name	Lead Name	Attend	EEI Value	Event Start Date	Total Rooms	Headquarter Facility
Midwest BLGTA College Conference	2021 Midwest BLGTA College Conference	2,000	\$557,113	10/6/2021	945	Monona Terrace
Buck Brannaman Horsemanship	Buck Brannaman Horsemanship Clinic 2021	600	\$42,898	10/15/2021	0	Alliant Energy Center
Gamehole Con	Gamehole Con 2021 Room Block	3,000	\$694,857	10/20/2021	1,437	Alliant Energy Center
WiCell	COREdinates 2021 Meeting	40	\$20,672	10/20/2021	70	Fluno Center
MYHockey	2021 MYHockey Fall Tournament	500	\$323,837	10/22/2021	970	Sun Prairie Ice Arena
Wisconsin Music Educators Association	Wisconsin State Music Conference 2021	3,800	\$832,660	10/27/2021	481	Monona Terrace
Wisconsin Games Alliance	M+DEV 2021	300	\$49,092	10/28/2021	40	Alliant Energy Center
Wisconsin Interscholastic Horsemanship Assoc	2021 WIHA State Show	750	\$178,621	10/28/2021	250	Alliant Energy Center
Wisconsin Land Information Association	2021 WLIA Fall Regional Meeting	85	\$34,594	11/3/2021	65	BW Premier Park Hotel
MYHockey	2021 MYHockey Veterans Cup	500	\$370,080	11/5/2021	1,220	Sun Prairie Ice Arena
Madison Festivals Inc	2021 Madison Marathon	8,000	\$485,676	11/12/2021	415	Monona Terrace
Wisconsin Interscholastic Athletic Assoc	2021-22 WIAA Board of Control Meetings	40	\$135,343	11/17/2021	360	UW Kohl Center
Wisconsin Kennel Club	Wisconsin Kennel Club Show	800	\$356,498	11/17/2021	1,210	Alliant Energy Center
The Isthmus Bowl	Isthmus Bowl 2021	2,000	\$104,351	11/19/2021	200	Verona High School
HYROX	2021 Madison Time Trial	750	\$269,508	12/15/2021	115	Alliant Energy Center
Madison College Athletics	60Eight Basketball Tournament	2,250	\$246,087	12/17/2021	148	Madison College

**Confirmed Events to occur Oct-Dec 2021 = 16**

**25,415**

**\$4,701,884**

**7,926**



# 2022 Confirmed Events

Account Name	Lead Name	Attend	EEI Value	Event Start Date	Total Rooms	Headquarter Facility
National Wildlife Rehabilitators Association	Symposium 2022	475	\$469,275	2/27/2022	1,151	The Madison Concourse
United Way of Wisconsin	2022 United Way Great Rivers Conference	300	\$165,696	3/6/2022	550	The Madison Concourse
Mary Kay Cosmetics	Career Conference 2022	1,500	\$375,245	3/23/2022	195	Monona Terrace
Wisconsin Future Business Leaders of America	State Leadership Conference 2022	2,000	\$819,045	3/27/2022	1,876	Alliant Energy Center
Central States Communication Association	CSCA Annual Convention 2022	800	\$350,377	3/29/2022	829	The Madison Concourse
Pharmacy Society of Wisconsin	2022 Educational Conference	400	\$133,825	4/4/2022	80	Monona Terrace
SkillsUSA Wisconsin Association	State Leadership and Skills Conference 2022	2,300	\$701,063	4/4/2022	500	Alliant Energy Center
Wisconsin Medical Society	2022 Annual Convention	300	\$105,039	4/7/2022	190	Monona Terrace
Cognitive Development Society	13th Biennial Conference-2022	900	\$504,287	4/20/2022	950	Monona Terrace
AIA Wisconsin	Annual Convention 2022	2,000	\$310,106	4/26/2022	92	Monona Terrace



# 2022 Confirmed Events

Account Name	Lead Name	Attend	EEI Value	Event Start Date	Total Rooms	Headquarter Facility
Wisconsin Holstein Association	2022 Wisconsin Dairy Showcase	500	\$155,874	4/27/2022	225	Alliant Energy Center
Midwest Archives Conference	MAC 2022 Annual Meeting	400	\$161,845	5/3/2022	465	The Madison Concourse
University of Colorado Boulder	2022 Sun-Climate Symposium	75	\$60,589	5/15/2022	240	The Madison Concourse
Central States Water Environment Association	Annual Meeting 2022	400	\$233,582	5/16/2022	134	Monona Terrace
Symp on Research in Child Language Disorders	43rd Annual Conference - 2022	300	\$125,517	6/1/2022	435	Monona Terrace
Sustainable Forestry Initiative	2022 SFI Annual Conference and PLT Intl Conf	275	\$255,618	6/11/2022	832	The Madison Concourse
Garden Bloggers Fling	2022 Garden Bloggers Fling	75	\$64,905	6/22/2022	210	The Madison Concourse
International Society for Computational Biology	Intelligent Systems for Molecular Biology 2022	1,500	\$1,033,178	7/8/2022	2,460	Monona Terrace
American Society for Virology	41st Annual Meeting (2022)	1,700	\$1,640,612	7/14/2022	4,705	Monona Terrace
National Association of State Election Directors	NASED 2022 Annual Summer Meeting	180	\$104,919	7/17/2022	412	The Madison Concourse

# 2022 Confirmed Events

Account Name	Lead Name	Attend	EEI Value	Event Start Date	Total Rooms	Headquarter Facility
LeMans Corporation	Parts Unlimited NVP Product Expo 2022	1,000	\$887,275	8/16/2022	1,303	Monona Terrace
Wisconsin Holstein Association	2022 Wis Summer Championship Show	500	\$226,637	8/22/2022	300	Alliant Energy Center
Cohousing Association of the U.S.	2022 Annual Meeting	500	\$277,536	8/24/2022	267	The Madison Concourse
Northstar Meetings Group	Destination Midwest 2022	70	\$49,409	8/27/2022	154	The Madison Concourse
Wisconsin Sectn American Water Works Assoc	Annual Meeting & Water Utility Expo 2022	500	\$337,377	9/12/2022	264	Monona Terrace
International Society for Stem Cell Research	ISSCR 2022 International Symposia	800	\$453,876	9/20/2022	200	Monona Terrace
Brown Swiss Cattle Breeders' Association	2022 Brown Swiss World Congress	350	\$334,199	10/1/2022	900	Monona Terrace
National Assoc of Ext 4-H Youth Dev Professionals	Annual Conference 2022	1,000	\$971,522	10/7/2022	2,287	Monona Terrace
Wisconsin Music Educators Association	Wisconsin State Music Conference 2022	3,800	\$847,934	10/26/2022	481	Monona Terrace
Confirmed Events to occur in 2022 = 29		24,900	\$12,156,361		22,687	