



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Legislation Text

File #: 38294, **Version:** 1

Title

Council Update: Organization and Industry Update from Greater Madison Convention & Visitors Bureau (GMCVB) and Madison Area Sports Commission (MASC).

Body

The City contracts with the GMCVB and MASC to attract and retain destination conventions, events and visitors and to promote the City of Madison as a visitor destination. The professional staff of the organizations will present a review of their First Quarter 2015 performance and related activities.