

<b>Dept:</b> Miscellaneous Appropriations	27	<b>DANE COUNTY</b>	<b>Fund Name:</b> General Fund
<b>Prgm:</b> Gtr Mad Conv. & Vistrs Bureau	500/00		<b>Fund No:</b> 1110

Mission:

To develop and expand the convention and tourism industry and its corresponding economic impact on the Greater Madison/Dane County area.

Description:

The Greater Madison Convention and Visitors Bureau, Inc. is a private, non-profit organization established to coordinate and promote the expansion and development of Dane County's convention and tourism industry. This stimulates the overall Dane County economy and assists in creation of job opportunities. Dane County contracts with the Bureau for services including: marketing the Exposition Center; marketing the communities in Dane County to the group market; general marketing of the County to tourists and maintenance of a downtown visitor information center.

	Actual 2016	Adopted 2017	2016 Carry Forward	Board Transfers	Budget As Modified	2017 YTD	Estimated 2017	Department Request
<b>PROGRAM EXPENDITURES</b>								
Personnel Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Operating Expenses	\$14,250	\$54,450	\$196,550	\$0	\$251,000	\$23,150	\$251,000	\$54,450
Contractual Services	\$239,951	\$239,951	\$0	\$0	\$239,951	\$79,984	\$239,951	\$239,951
Operating Capital	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>TOTAL</b>	<b>\$254,201</b>	<b>\$294,401</b>	<b>\$196,550</b>	<b>\$0</b>	<b>\$490,951</b>	<b>\$103,134</b>	<b>\$490,951</b>	<b>\$294,401</b>
<b>PROGRAM REVENUE</b>								
Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Intergovernmental Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Licenses & Permits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Fines, Forfeits & Penalties	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Public Charges for Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Intergovernmental Charge for Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Miscellaneous	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Financing Sources	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>GPR SUPPORT</b>	<b>\$254,201</b>	<b>\$294,401</b>			<b>\$490,951</b>			<b>\$294,401</b>
<b>F.T.E. STAFF</b>	<b>0.000</b>	<b>0.000</b>					<b>0.000</b>	<b>0.000</b>

<b>Dept:</b> Miscellaneous Appropriations	27								<b>Fund Name:</b> General Fund	
<b>Prgm:</b> Gtr Mad Conv. & Vistrs Bureau	500/00								<b>Fund No.:</b> 1110	
DI#	NONE	2018 Base	Net Decision Items							2018 Requested Budget
			01	02	03	04	05	06	07	
<b>PROGRAM EXPENDITURES</b>										
		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
		\$54,450	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$54,450
		\$239,951	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$239,951
		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	<b>TOTAL</b>	\$294,401	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$294,401
<b>PROGRAM REVENUE</b>										
		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	<b>TOTAL</b>	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	<b>GPR SUPPORT</b>	\$294,401	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$294,401
	<b>F.T.E. STAFF</b>	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000

NARRATIVE INFORMATION ABOUT DECISION ITEMS SHOWN ABOVE		Expenditures	Revenue	GPR Support
<b>2018 BUDGET BASE</b>		\$294,401	\$0	\$294,401
<b>2018 REQUESTED BUDGET</b>		\$294,401	\$0	\$294,401

OPERATING BUDGET SUMMARY

PROGRAM SUMMARY	2016 ACTUAL	ADOPTED BUDGET 2017	2016 CARRYFORWRD	2017 COUNTY BOARD ACTIONS	CURRENT MODIFIED BUDGET	ACTUAL YTD	ESTIMATED TOTAL	TOTAL ESTIMATED CARRYFORWRD	AGENCY BASE
PERSONNEL COSTS	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPERATING EXPENSE	\$14,250	\$54,450	\$196,550	\$0	\$251,000	\$23,150	\$251,000	\$0	\$54,450
CONTRACTUAL SERVICES	\$239,951	\$239,951	\$0	\$0	\$239,951	\$79,984	\$239,951	\$0	\$239,951
OPERATING CAPITAL	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>TOTAL PROGRAM EXPENDITURES</b>	<b>\$254,201</b>	<b>\$294,401</b>	<b>\$196,550</b>	<b>\$0</b>	<b>\$490,951</b>	<b>\$103,134</b>	<b>\$490,951</b>	<b>\$0</b>	<b>\$294,401</b>
<b>LESS REVENUES</b>									
TAXES	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
INTERGOVERNMENTAL REVENUE	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
LICENSES & PERMITS	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
FINES, FORFEITS & PENALTIES	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
PUBLIC CHARGE FOR SERVICE	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
INTERGOV'L CHARGES FOR SERVICE	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
MISCELLANEOUS	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER FINANCING SOURCES	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>TOTAL PROGRAM REVENUES</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>NET COST:</b>	<b>\$254,201</b>	<b>\$294,401</b>	<b>\$196,550</b>	<b>\$0</b>	<b>\$490,951</b>	<b>\$103,134</b>	<b>\$490,951</b>	<b>\$0</b>	<b>\$294,401</b>

PROGRAM SUMMARY	AGENCY BASE	DECISION ITEM #1	DECISION ITEM #2	DECISION ITEM #3	DECISION ITEM #4	DECISION ITEM #5	DECISION ITEM #6	DECISION ITEM #7	AGENCY REQUEST
PERSONNEL COSTS	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPERATING EXPENSE	\$54,450	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$54,450
CONTRACTUAL SERVICES	\$239,951	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$239,951
OPERATING CAPITAL	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>TOTAL PROGRAM EXPENDITURES</b>	<b>\$294,401</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$294,401</b>
<b>LESS REVENUES</b>									
TAXES	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
INTERGOVERNMENTAL REVENUE	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
LICENSES & PERMITS	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
FINES, FORFEITS & PENALTIES	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
PUBLIC CHARGE FOR SERVICE	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
INTERGOV'L CHARGES FOR SERVICE	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
MISCELLANEOUS	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OTHER FINANCING SOURCES	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>TOTAL PROGRAM REVENUES</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>NET COST:</b>	<b>\$294,401</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$294,401</b>

DEPARTMENT Miscellaneous Appropriations  
PROGRAM: Gtr Mad Conv. & Vistrs Bureau

YR	ORG CODE	OBJECT	DESCRIPTION	C A P B D	2016	ADOPTED	2016	2017	CURRENT	ACTUAL	ESTIMATED	TOTAL	AGENCY
					EXPENDITURES	BUDGET	CARRYFORWARD	COUNTY BOARD	MODIFIED	EXPENDITURES	EXPENDITURES	ESTIMATED	
						2017		ACTIONS	BUDGET	YTD	TOTAL	CARRYFORWARD	BASE
18	GMCVB	22478	SPORTS COMMISSION		\$14,250	\$14,850	\$0	\$0	\$14,850	\$14,650	\$14,850	\$0	\$14,850
18	GMCVB	22480	SPORTS DEVELOPMENT INCENTIVES		\$0	\$39,600	\$196,550	\$0	\$236,150	\$8,500	\$236,150	\$0	\$39,600
18	GMCVB	31706	CONTROL ACCOUNT ONLY		\$239,951	\$239,951	\$0	\$0	\$239,951	\$79,984	\$239,951	\$0	\$239,951
<b>TOTAL EXPENDITURES</b>					<b>\$254,201</b>	<b>\$294,401</b>	<b>\$196,550</b>	<b>\$0</b>	<b>\$490,951</b>	<b>\$103,134</b>	<b>\$490,951</b>	<b>\$0</b>	<b>\$294,401</b>

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DEPARTMENT Miscellaneous Appropriations  
 PROGRAM: Gtr Mad Conv. & Vistrs Bureau

YR	ORG CODE	OBJECT	DESCRIPTION	C A P B D	AGENCY BASE	DECISION ITEM #1	DECISION ITEM #2	DECISION ITEM #3	DECISION ITEM #4	DECISION ITEM #5	DECISION ITEM #6	DECISION ITEM #7	AGENCY REQUEST
18	GMCVB	22478	SPORTS COMMISSION		\$14,850								\$14,850
18	GMCVB	22480	SPORTS DEVELOPMENT INCENTIVES		\$39,600								\$39,600
18	GMCVB	31706	CONTROL ACCOUNT ONLY		\$239,951								\$239,951
<b>TOTAL EXPENDITURES</b>					<b>\$294,401</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$294,401</b>

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DEPARTMENT Miscellaneous Appropriations  
 PROGRAM: Gtr Mad Conv. & Vistrs Bureau

YR	ORG CODE	OBJECT	DESCRIPTION	C A P B D	2016	ADOPTED	2016	2017	CURRENT	ACTUAL	ESTIMATED	TOTAL	AGENCY
					REVENUES	BUDGET	CARRYFORWARD	COUNTY BOARD	MODIFIED	REVENUES	REVENUES	ESTIMATED	BASE
					2017	2017		ACTIONS	BUDGET	YTD	TOTAL	CARRYFORWARD	
					\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
			TOTAL REVENUES		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

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DEPARTMENT Miscellaneous Appropriations  
PROGRAM: Gtr Mad Conv. & Vistrs Bureau

YR	ORG CODE	OBJECT	DESCRIPTION	C A P B D	AGENCY BASE	DECISION ITEM #1	DECISION ITEM #2	DECISION ITEM #3	DECISION ITEM #4	DECISION ITEM #5	DECISION ITEM #6	DECISION ITEM #7	AGENCY REQUEST
			TOTAL REVENUES		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

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Budget Carryforward Request										
Dept:	Miscellaneous Appropriations									
Program:	GMCVB									
				Expenditures		Revenues				
Org Code	Object Code	Revenue Source	Account Description	Budget as Modified	Estimated Carryforward	Budget as Modified	Estimated Carryforward	Type	Resolution Number	Justification/Comments
No Carryforwards are Being Requested.										
TOTAL				-	-	-	-			





**GREATER MADISON CONVENTION & VISITORS BUREAU  
MADISON AREA SPORTS COMMISSION  
2018 DESTINATION SALES & MARKETING  
INVESTMENT PROPOSAL**

*July 20, 2017*

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# DANE COUNTY TOURISM INVESTMENT

**MADISON**  
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We have included in this document a summary of the results of our sales and marketing efforts to demonstrate the impact of tourism on Dane County and of the return on investment the Greater Madison Convention & Visitors Bureau (GMCVB) and Madison Area Sports Commission (MASC) achieved on behalf of Dane County and the Alliant Energy Center.

- > Contracted for **166** future events that are expected to generate **\$73.65** million in direct spending (economic impact) Generated **\$1,119,515** in contract revenue for Alliant Energy Center
- > Contract goals: **35** qualified leads; **100% of goal** met for 2016

Our sales and marketing efforts continue to focus on key market segments: Agriculture, Environment, Education, Science and Technology that match the areas of expertise Dane County is known for.

Sports tourism has continued to grow with the Greater Madison area enhancing its reputation as a location for competitions at the national and international level. Our sports business continues to thrive in with the two significant events added to our annual calendar, Ironman 70.3 and the Reebok CrossFit Games.

We continue to see great interest in the New Holland Pavilions as a venue for agricultural and other events. We successfully secured American Dairy Goat and American Junior Shorthorn among others. Please refer to pages 11-12 for a complete listing of events secured in 2016.

We continued to pursue several strategic initiatives during through the fourth quarter of 2016:

- > Completed the Destination Visioning initiative to identify future vision for greater Madison
- > Continued engagement in the Alliant Energy Center Feasibility Study Committee
- > Engaged in Forever Truax / 115<sup>th</sup> Fighter Wing efforts and Badger Air Community Council
- > World Dairy Expo support: Provided extensive welcome materials and support for World Dairy Expo's 50<sup>th</sup> Anniversary
- > Engaged in support to administer a feasibility study for Ho Chunk Gateway project

The Greater Madison Convention & Visitors Bureau and the Madison Area Sports Commission respectfully submit the following request for Dane County investment for fiscal year 2018. We look forward to continuing our collaboration and partnership with Dane County and the Alliant Energy Center throughout the coming year.

*After reviewing this plan, if there are additional questions or any clarifications are needed, please contact Diane Morgenthaler at 441-2622 or [morgenthaler@visitmadison.com](mailto:morgenthaler@visitmadison.com)*

## RETURN ON YOUR INVESTMENT

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Tourism spending brings new money into our community – supporting jobs and generating sales revenues, income and tax benefits for our community that otherwise would not be present.

- > In 2016, Dane County visitor direct spending totaled \$1.21 billion – a 5.2% increase from 2015 – generating total business sales of over \$2.1 billion
- > Tourism spending supports over 21,600 jobs – of all levels and all abilities in Dane County and is an excellent “ladder” career/profession
- > Tourism spending in Dane County contributed \$156 million in state and local taxes – a 4.3% increase over 2015
- > In the absence of the state and local taxes generated by tourism, each Dane County household would need to pay \$720 to maintain the current level of government services.

Dane County's investment in the Greater Madison Convention & Visitors Bureau and Madison Area Sports Commission is:

1. Investing in direct selling activities that drive business to Alliant Energy Center, Dane County Regional Airport, surrounding hotel properties, restaurants, attractions and retailers that create the results above
2. Investing in marketing the Alliant Energy Center and the destination at trade shows, through public relations and marketing efforts to national, regional and local media
3. Supporting convention attendees at Alliant Energy Center events through pre and on-site services offerings

# 2018 INVESTMENT SUMMARY

The following outlines the Investment Request for 2018. This request maintains the GMCVB and MASC funding at 2017 levels.

Continuing Investment:

Alliant Energy Center Event Assistance	\$ 50,000
Funding for GMCVB tourism development:	<u>\$ 189,951</u>
Total GMCVB Funding	\$ 239,951
Sports Event Assistance	\$ 39,600
Funding for MASC tourism development	<u>\$ 14,650</u>
Total MASC Funding	\$ 54,250
TOTAL CONTINUING INVESTMENT	<u>\$ 294,201</u>

## GMCVB 2018 INVESTMENT: USES OF FUNDS

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Alliant Energy Center Event Assistance	\$ 50,000
Funding for GMCVB tourism development:	<u>\$ 189,951</u>
Total GMCVB Base Funding	\$ 239,951

### Alliant Energy Center Event Assistance \$50,000

This funding provides opportunity to provide event assistance to groups to engage in competitive bidding for Alliant Energy Center business.

### Tourism Development \$189,951

Base funding from Dane County supports essential GMCVB tourism-based economic development activities, including:

- > Direct sales efforts to achieve contracted future events for Dane County and Alliant Energy Center and/or results in promotion and future room bookings for Madison area hotels.
- > Promotion and future event sales for other Greater Madison venues that complement Alliant Energy Center
- > Marketing and promotion of Dane County and Greater Madison as a convention, events and leisure destination
- > Publicity/public relations plans (including work with travel & trade writers, press releases) in support of the Dane County and Dane County communities, Greater Madison as a visitor destination, Alliant Energy Center, cultural attractions, local events, local restaurants and attractions.
- > Development and maintenance of a robust web-site serving visitors and residents

## MASC 2018 INVESTMENT: USES OF FUNDS

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Dane County Sports Event Assistance	\$ 39,600
Funding for MASC tourism development:	\$ 14,650
Total GMCVB Base Funding	\$ 54,250

### Dane County Sports Event Assistance \$39,600

This funding provides opportunity to provide event assistance to sports groups to engage in competitive bidding for Dane County based venues and business.

### Tourism Development \$14,650

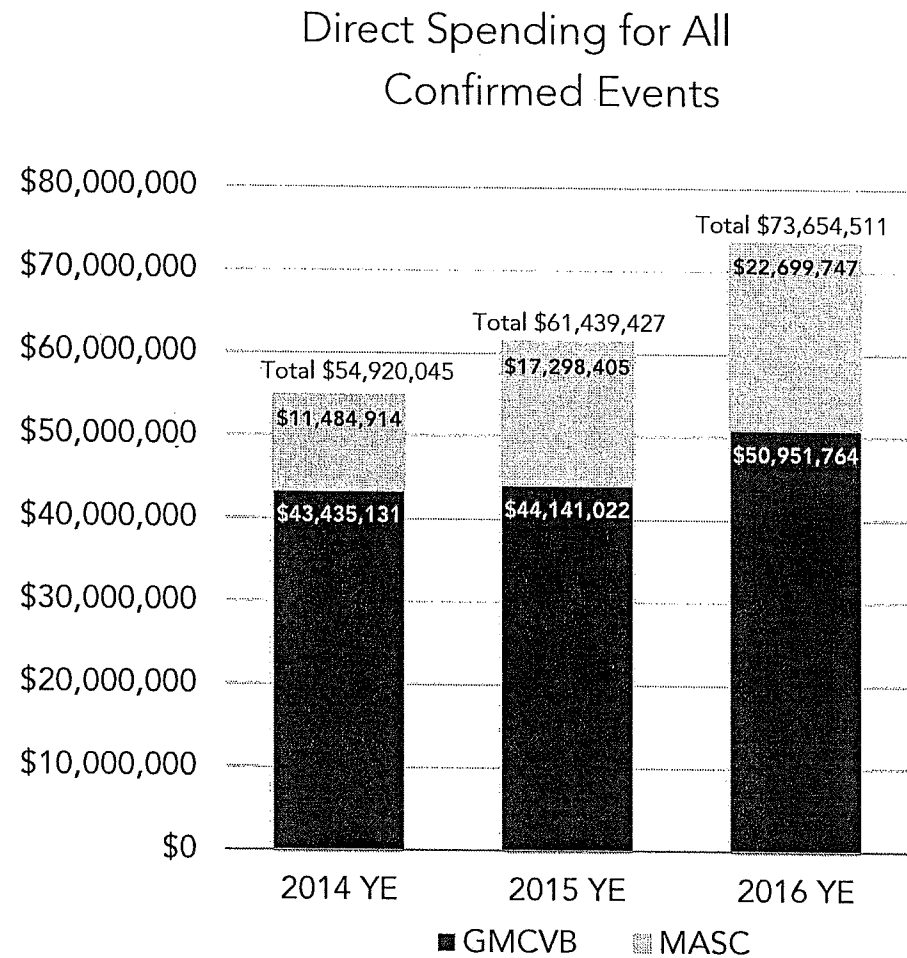
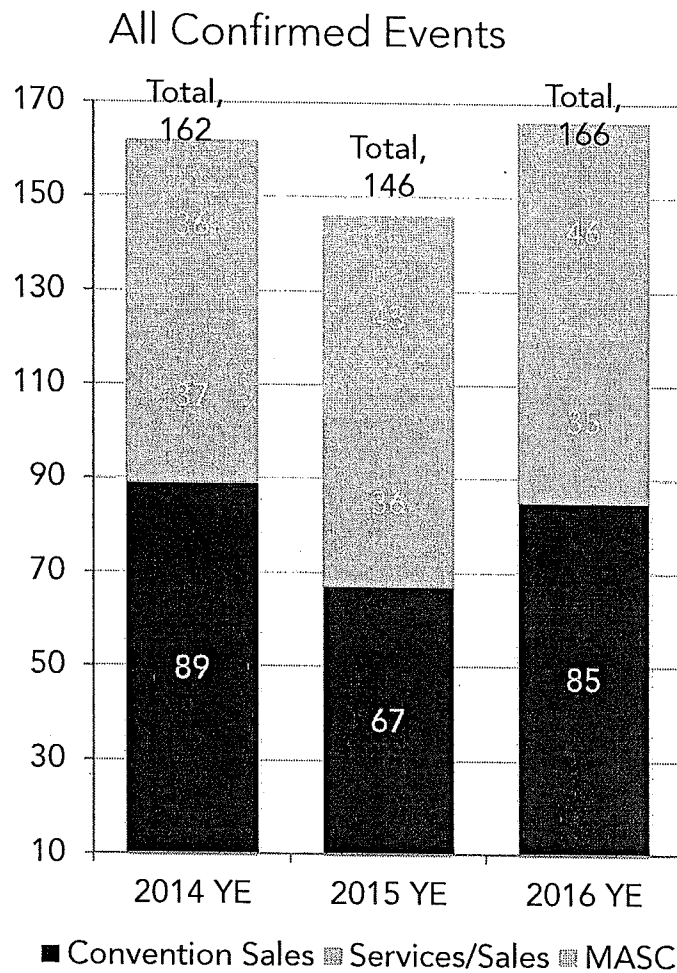
Base funding from Dane County supports essential MASC tourism-based economic development activities, including:

- > Direct selling to achieve contracted future events for Dane County and Alliant Energy Center
- > Direct selling to achieve contracted future events for Dane County communities and community assets
- > Direct selling that results in promotion and future room bookings for Madison area hotels.
- > Marketing and promotion of Dane County and Greater Madison as a sports tourism destination
- > Publicity/public relations plans (including work with sports, travel & trade writers, press releases) in support of the Dane County and Dane County communities, Greater Madison as a sports participant, spectator or visitor destination, and Alliant Energy Center.
- > Development and maintenance of a sports specific web-site serving events rights holders

# **OVERVIEW OF INVESTMENT RESULTS**

# 2016 RESULTS: ALL CONFIRMED EVENTS & DIRECT SPENDING

The GMCVB and MASC secured 166 events in 2016 that will generate an estimated \$73.6 million in economic impact in future years.



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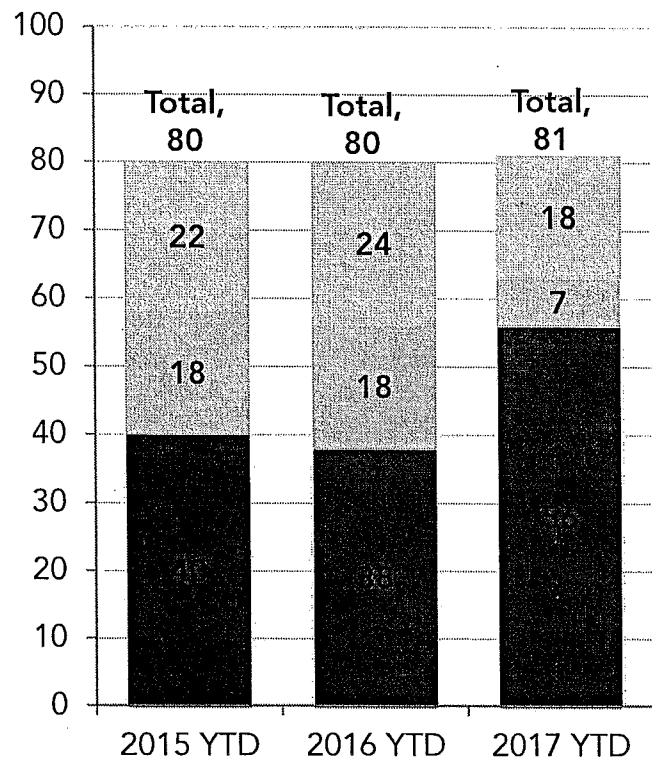


# 2017 YTD RESULTS (JAN – JUN): ALL CONFIRMED EVENTS & DIRECT SPENDING



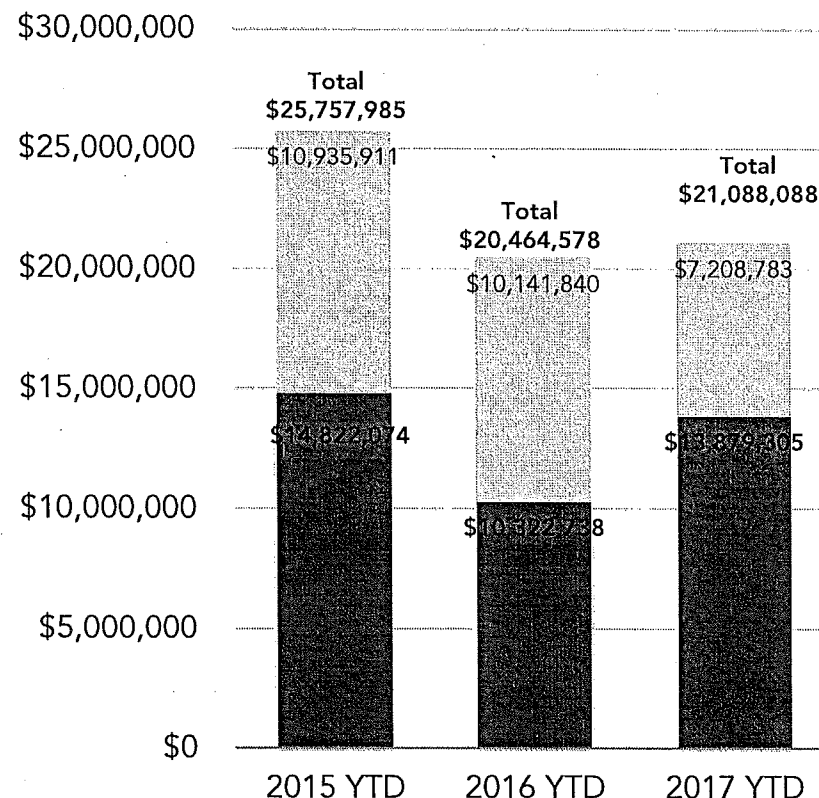
2017 to date the GMCVB and MASC have contracted 81 events that are expected to generate an estimated \$21.1 million in direct spending in our community.

All Confirmed Events



■ Convention Sales ■ Services/Sales ■ MASC

Direct Spending for All Confirmed Events



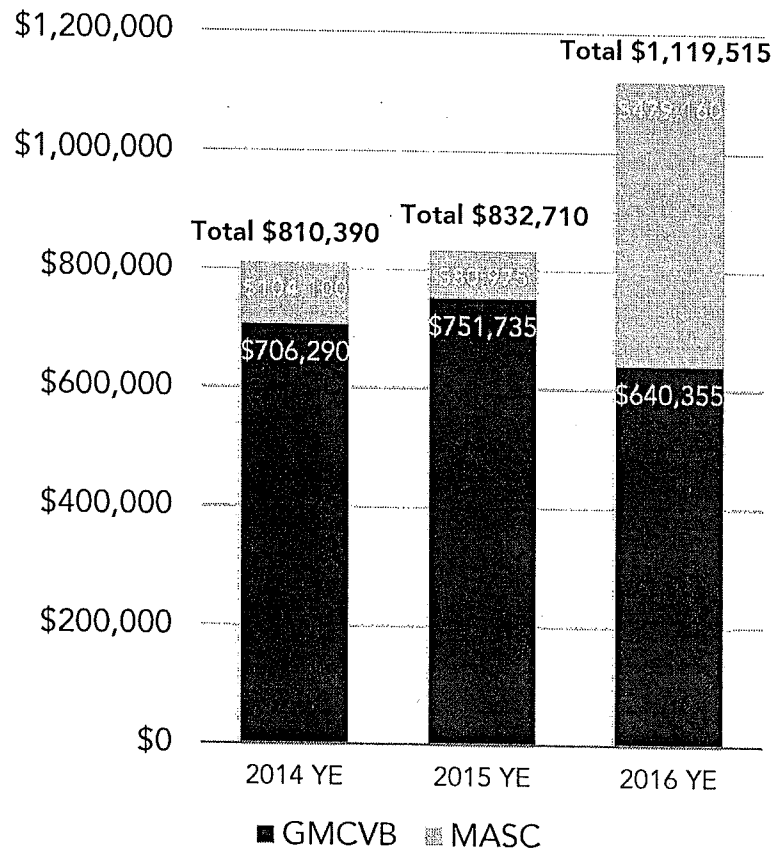
■ GMCVB ■ MASC

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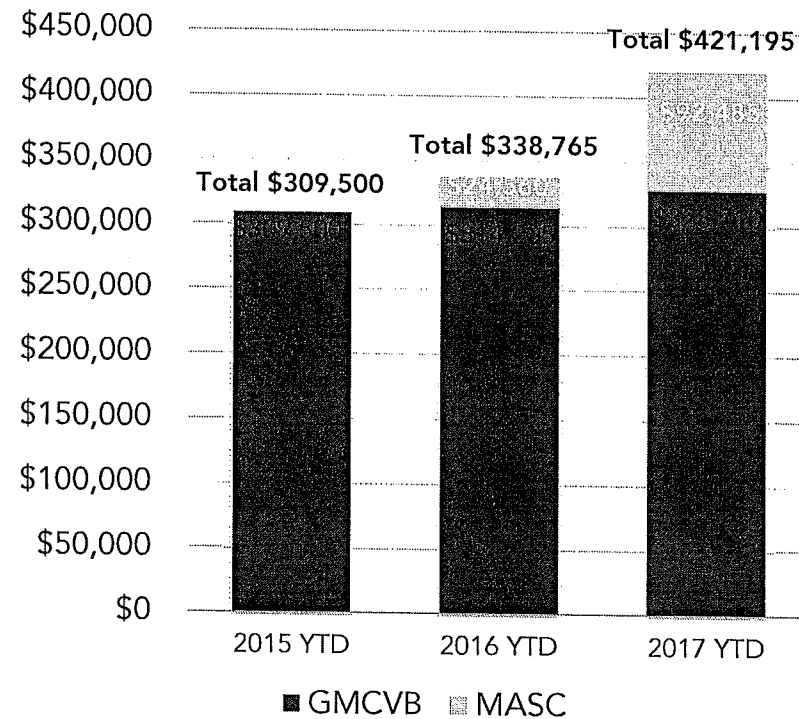
# ALLIANT ENERGY CENTER CONTRACT REVENUE



## 2016 Contract Revenue



## 2017 YTD Contract Revenue



# 2016 YEAR END DEFINITE CONTRACTS FOR ALLIANT ENERGY CENTER

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Group Name	Event Name	Event Start Date	Total Rooms	Attend	Direct Spending	AEC Contract Revenue
All-American Junior Sheep Show	2017 All-American Junior Sheep Show	6/28/2017	531	1,000	\$323,375	\$27,000
American Dairy Goat Association	2017 ADGA National Show	7/8/2017	595	500	\$365,331	\$56,250
American Junior Shorthorn Association	2018 Natl Jr Shorthorn Show & Youth Conf	6/24/2018	1,165	800	\$597,717	\$68,500
Askren Wrestling Academy	2017 Winter Classic	1/21/2017	175	1,000	\$140,719	\$10,100
Barbizon USA	Barbizon USA Model Search	4/30/2016	0	250	\$6,256	\$1,325
Barbizon USA	Barbizon USA Model Search	10/22/2016	0	250	\$6,700	\$1,815
CrossFit, Inc.	2017 CrossFit Games	7/27/2017	12,889	35,000	\$7,179,367	\$394,700
Diocese of Madison	2017 Celebration	10/20/2017	0	3,000	\$61,441	\$9,100
Hess Promotions	2017 New Product Showcase	2/23/2017	0	1,500	\$28,570	\$2,400
Ho-Chunk Nation	General Council Meeting 2016	9/16/2016	90	2,000	\$152,964	\$33,900
Ho-Chunk Nation	12 Tribes Meeting	9/16/2016	0	200	\$3,220	\$700
JAM Brands	JAMfest Badger JAM	11/11/2016	80	250	\$56,921	\$19,500
Lord Of Love Church	Reformation Anniversary Celebration	10/29/2017	0	5,000	\$309,885	\$12,000
New Farm, Inc	Lew Sterrett Horse Event	4/29/2017	0	300	\$29,675	\$5,100
Private Event	Cadena-Jalencia Wedding Reception	6/25/2016	0	300	\$7,005	\$1,890
SkillsUSA Wisconsin Association	State Leadership and Skills Conference 2019	4/29/2019	600	2,000	\$637,926	\$55,340
SkillsUSA Wisconsin Association	State Leadership and Skills Conference 2020	4/27/2020	645	2,000	\$652,188	\$56,920
SkillsUSA Wisconsin Association	State Leadership and Skills Conference 2021	4/26/2021	645	2,000	\$665,930	\$58,555

continued...

# 2016 YEAR END DEFINITE CONTRACTS FOR ALLIANT ENERGY CENTER

**MADISON**  
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Group Name	Event Name	Event Start Date	Total Rooms	Attend	Direct Spending	AEC Contract Revenue
Talent HQ	Wisconsin Recruiters 2016	10/20/2016	0	200	\$4,370	\$1,850
Team Champion	Madtown 1-Day Challenge	1/8/2017	10	400	\$15,074	\$11,500
Townsquare Media	2017 America On Tap	3/3/2017	0	5,000	\$327,703	\$16,750
USA Gymnastics	2016 WI State Compulsory Championship	12/3/2016	230	2,000	\$290,733	\$14,460
WI Dressage & Combined Training Assoc	2017 Eventing Clinic	11/2/2017	75	200	\$38,882	\$9,000
Wisconsin Cheese Makers Association	2017 Wisconsin Cheese Industry Conference	4/9/2017	1,635	1,700	\$635,060	\$55,840
Wisconsin Department of Health Services	WI DHS Public Hearing	3/7/2016	0	250	\$4,400	\$1,250
Wisconsin Holstein Association	2018 Wisconsin State Championship Show	7/25/2018	300	500	\$203,037	\$11,200
Wisconsin Holstein Association	2019 Wisconsin State Championship Show	7/5/2019	300	500	\$210,365	\$14,420
Wisconsin Holstein Association	2020 Wisconsin State Championship Show	7/24/2020	300	500	\$215,030	\$14,850
Wisconsin Holstein Association	2018 Midwest National Spring Show	4/25/2018	225	250	\$118,976	\$10,000
Wisconsin Holstein Association	2019 Midwest National Spring Show	4/24/2019	225	250	\$121,449	\$10,300
Wisconsin Holstein Association	2020 Midwest National Spring Show	4/22/2020	225	250	\$123,988	\$10,600
Women's Flat Track Derby Association	2016 International WFTDA Playoffs	9/22/2016	415	2,500	\$300,936	\$28,900
Working Western Horse Celebration	Addl Contract North Central 2017 & 2018	9/7/2017	0	0	\$0	\$93,500
<b>AEC Contracts def. Jan-Dec 2016 = 33</b>			<b>21,355</b>	<b>71,850</b>	<b>\$13,835,193</b>	<b>\$1,119,515</b>

# 2017 YTD DEFINITE CONTRACTS FOR ALLIANT ENERGY CENTER (JAN – JUN)

Group Name	Event Name	Event Start Date	Total Rooms	Attend	Direct Spending	AEC Contract Revenue
Askren Wrestling Academy	2018 Winter Classic	1/20/2018	40	1,000	\$89,279	\$5,200
Badgerette Pom Pon Inc.	Badger State Pom Showdown	1/6/2018	0	1,000	\$26,047	\$13,700
Fairway Independent Mortgage	2017 Gala	4/27/2017	0	350	\$7,203	\$2,910
JAM Brands	2017 JAMfest Badger JAM	11/10/2017	321	600	\$112,640	\$20,085
Life Leadership	April 2017 Meeting	4/8/2017	0	1,000	\$62,711	\$3,950
Life Leadership	June 2017 Meeting	6/10/2017	0	1,000	\$62,711	\$3,950
Life Leadership	July 2017 Meeting	7/8/2017	0	1,000	\$62,711	\$3,950
Life Leadership	August 2017 Meeting	8/12/2017	0	1,000	\$62,711	\$3,950
Life Leadership	November 2017 Meeting	11/4/2017	0	1,000	\$62,711	\$3,950
Life Leadership	December 2017 Meeting	12/9/2017	0	1,000	\$62,711	\$3,950
Life Leadership	January 2018 Meeting	1/6/2018	0	900	\$55,803	\$4,075
Life Leadership	May 2018 Meeting	5/12/2018	0	1,000	\$61,551	\$4,075
Life Leadership	June 2018 Meeting	6/9/2018	0	1,000	\$61,551	\$4,075
Life Leadership	July 2018 Meeting	7/7/2018	0	1,000	\$61,551	\$4,075
Life Leadership	August 2018 Meeting	8/12/2018	0	1,000	\$61,551	\$4,075
Life Leadership	November 2018 Meeting	11/10/2018	0	1,000	\$61,551	\$4,075
Life Leadership	December 2018 Meeting	12/8/2018	0	1,000	\$61,551	\$4,075
Meriter Hospital	Meriter Meeting	5/18/2017	0	150	\$5,473	\$1,575
Rutabaga Paddlesports LLC	2017 Paddlesports Retailer	8/28/2017	2,290	1,000	\$834,693	\$67,200
UW Saddle & Sirloin	Little "I" Horse Show	5/6/2017	0	100	\$6,093	\$2,500
UW System Administration	Wisconsin Idea Dairy Summit	6/19/2017	0	200	\$8,580	\$1,460
Wegner LLP - AEC	Wegner CPAs Meeting	9/12/2017	0	200	\$7,362	\$2,165
WI Future Business Leaders of America	State Leadership Conference 2020	3/29/2020	2,000	2,000	\$816,028	\$52,380
WI Interscholastic Horsemanship Assoc	2018 WIHA State Show	10/19/2018	250	750	\$191,794	\$13,925
Wisconsin Cheese Makers Association	2019 Wisconsin Cheese Industry Conf	4/14/2019	1,770	1,700	\$705,663	\$59,240
Wisconsin Games Alliance	2017 M - Dev	9/8/2017	205	300	\$103,933	\$7,160
Wizard World, Inc.	Wizard World Con 2017	9/22/2017	100	10,000	\$993,521	\$119,470
<b>AEC Contracts def. Jan-June 2017 = 27</b>			<b>6,976</b>	<b>32,250</b>	<b>\$4,709,684</b>	<b>\$421,195</b>

# APPENDIX

## DESTINATION LEADERSHIP ACTIVITIES

**MADISON**  
GOING > BEYOND > VISIT™

The Leadership of the Greater Madison Convention & Visitors Bureau is actively involved in the tourism industry at the state, regional and national level:

### INDUSTRY REPRESENTATION WITHIN THE STATE OF WISCONSIN

- > Seat on Wisconsin Governor's Council on Tourism
- > Chair the Department of Tourism Meetings & Convention (M&C) Committee
- > Serve on the Department of Tourism Sports Marketing Committee

### DANE COUNTY REPRESENTATION WITHIN THE STATE

- > Board of Directors, WI Association of Convention & Visitors Bureaus (WACVB)
- > Serve on the WACVB Sports Marketing Committee

### ORGANIZATIONAL LEADERSHIP ENGAGEMENT

- > Alliant Energy Center Market Feasibility and Master Plan Oversight Committee
- > Judge Doyle Square
- > Madison Festivals Board of Directors
- > DMI Quality of Life Downtown Committee
- > Badger Air Community Council (BACC)

# DANE COUNTY SPORTS INCENTIVE FUND: CONFIRMED EVENTS 2017 AND FUTURE

## CONFIRMED EVENTS

Dane County Sports Fund monies are often leveraged to provide matching dollars in applying for state grants.

Group and Event Name	Event Start Date	Attend	Total Rooms	Direct Spending	Award Approved
US Twirling - 2017 National Championships	7/9/2017	2,000	1,310	\$358,250	\$20,000
US Trampoline & Tumbling - 2017 Championships	6/19/2017	3,000	1,600	\$1,120,457	\$44,000
Gymfinity - 2017 Invitational	2/24/2017	1,000	230	\$130,914	\$1,500
Askren Wrestling Academy - 2017 Winter Classic	1/21/2017	1,000	150	\$135,829	\$2,000
USA Yoga - 2018 National Championship	6/1/2018	250	300	\$127,039	\$2,500
Crossfit Games Inc., 2017 CrossFit Games	7/27/2017	35,000	5,200	\$5,620,939	\$65,000
Gymfinity - 2018 Invitational	2/23/2018	1,200	600	\$339,971	\$1,500
Askren Wrestling Academy - 2018 Winter Classic	1/20/2018	1,000	40	\$89,279	\$1,000



**DANE COUNTY SPORTS INCENTIVE FUND:  
EVENTS WITH SITE VISITS/OR PENDING PROPOSALS**



**EVENTS WITH SITE VISITS and/or PENDING PROPOSALS**

Dane County Sports Fund monies are often leveraged to provide matching dollars in applying for state grants.

<u>Group and Event Name</u>	<u>Event Start Date</u>	<u>Attend</u>	<u>Total Rooms</u>	<u>Direct Spending</u>	<u>Award Approved</u>
USA Volleyball - 2020 High Perfrmnc & NORCECA Champs	7/16/2020	4,000	4,670	\$2,647,817	\$41,450
USA Judo - 2019 Senior National Championships	4/22/2019	1,200	750	\$292,679	\$10,000
US Quidditch - 2017 Midwest Regional Championships	11/4/2017	400	150	\$82,771	\$1,000

# DANE COUNTY INVESTMENT HISTORY: GMCVB & MASC

GREATER MADISON CONVENTION & VISITORS BUREAU/ MADISON AREA SPORTS COMMISSION					
Year	GMCVB All Programs & Operations	AEC Event Incentives	Sports Incentive Fund	MASC Programs & Operations	Total Investment
1998	\$ 316,000				\$ 316,000
1999	\$ 316,000				\$ 316,000
2000	\$ 325,000				\$ 325,000
2001	\$ 313,500				\$ 313,500
2002	\$ 319,468				\$ 319,468
2003	\$ 302,468				\$ 302,468
2004	\$ 288,003				\$ 288,003
2005	\$ 283,395				\$ 283,395
2006	\$ 291,270				\$ 291,270
2007	\$ 271,000		\$ 40,000		\$ 311,000
2008	\$ 265,321		\$ 40,000		\$ 305,321
2009	\$ 265,321		\$ 40,000		\$ 305,321
2010	\$ 256,191		\$ 40,000		\$ 296,191
2011	\$ 250,000		\$ 40,000	\$ 15,000	\$ 305,000
2012	\$ 192,375	\$ 50,000	\$ 40,000	\$ 15,000	\$ 297,375
2013	\$ 189,951	\$ 50,000	\$ 39,600	\$ 14,650	\$ 294,201
2014	\$ 189,951	\$ 50,000	\$ 39,600	\$ 14,650	\$ 294,201
2015	\$ 189,951	\$ 50,000	\$ 39,600	\$ 14,650	\$ 294,201
2016	\$ 189,951	\$ 50,000	\$ 39,600	\$ 14,650	\$ 294,201
2017	\$ 189,951	\$ 50,000	\$ 39,600	\$ 14,650	\$ 294,201
2018	\$ 189,951	\$ 50,000	\$ 39,600	\$ 14,650	\$ 294,201