

Dept: Miscellaneous Appropriations		27		Fund Name: General Fund					
Prgm: Gtr Mad Conv. & Vistrs Bureau		500/00		Fund No.: 1110					
Dl#	NONE	2017 Base	Net Decision Items					2017 Requested Budget	
			01	02	03	04	05		06
PROGRAM EXPENDITURES									
	Personnel Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Operating Expenses	\$54,450	\$0	\$0	\$0	\$0	\$0	\$0	\$54,450
	Contractual Services	\$239,951	\$0	\$0	\$0	\$0	\$0	\$0	\$239,951
	Operating Capital	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	TOTAL	\$294,401	\$0	\$0	\$0	\$0	\$0	\$0	\$294,401
PROGRAM REVENUE									
	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
	TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GPR SUPPORT		\$294,401	\$0	\$0	\$0	\$0	\$0	\$0	\$294,401
F.T.E. STAFF		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
NARRATIVE INFORMATION ABOUT DECISION ITEMS SHOWN ABOVE									
2017 BUDGET BASE				Expenditures		Revenue		GPR Support	
				\$294,401		\$0		\$294,401	
2017 REQUESTED BUDGET									
				\$294,401		\$0		\$294,401	

DEPARTMENT
PROGRAM

Miscellaneous Appropriations
Gir Med Conv & Visits Bureau

OPERATING BUDGET SUMMARY

PROGRAM SUMMARY	2015 ACTUAL	ADOPTED BUDGET 2016	2016 COUNTY BOARD ACTIONS		CURRENT MODIFIED BUDGET	ACTUAL YTD	ESTIMATED TOTAL	TOTAL ESTIMATED CARRYFORWD	AGENCY BASE
			2015 CARRYFORWD	2016					
PERSONNEL COSTS	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
OPERATING EXPENSE	\$56,900	\$54,450	\$156,550	\$0	\$211,000	\$0	\$211,000	\$0	\$54,450
CONTRACTUAL SERVICES	\$239,951	\$239,951	\$0	\$0	\$239,951	\$59,988	\$239,951	\$0	\$239,951
OPERATING CAPITAL	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL PROGRAM EXPENDITURES	\$296,851	\$294,401	\$156,550	\$0	\$450,951	\$59,988	\$450,951	\$0	\$294,401
LESS REVENUES									
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
TOTAL PROGRAM REVENUES	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
NET COST	\$296,851	\$294,401	\$156,550	\$0	\$450,951	\$59,988	\$450,951	\$0	\$294,401

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
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
TOTAL PROGRAM EXPENDITURES	\$294,401	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$294,401
LESS REVENUES									
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
TOTAL PROGRAM REVENUES	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
NET COST	\$294,401	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$294,401

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

YR	ORG CODE	OBJECT	DESCRIPTION	2015		2016		2015 CARRYFORWARD	2016 COUNTY BOARD ACTIONS		CURRENT MODIFIED BUDGET	ACTUAL EXPENDITURES YTD	ESTIMATED EXPENDITURES TOTAL	TOTAL ESTIMATED CARRYFORWARD	AGENCY BASE
				D EXPENDITURES	BUDGET	ADOPTED BUDGET	2016		2016	2016					
17	GMCVB	22478	SPORTS COMMISSION	\$14,250	\$14,850	\$0	\$0	\$0	\$0	\$14,850	\$0	\$14,850	\$0	\$14,850	
17	GMCVB	22480	SPORTS DEVELOPMENT INCENTIVES	\$42,650	\$39,600	\$0	\$0	\$156,550	\$0	\$196,150	\$0	\$196,150	\$0	\$39,600	
17	GMCVB	31706	CONTROL ACCOUNT ONLY	\$239,951	\$239,951	\$0	\$0	\$0	\$0	\$239,951	\$59,988	\$239,951	\$0	\$239,951	
			TOTAL EXPENDITURES	\$296,851	\$294,401	\$0	\$0	\$156,550	\$0	\$450,951	\$59,988	\$450,951	\$0	\$294,401	

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DEPARTMENT Miscellaneous Appropriations
 PROGRAM: Gr Mad Conv. & Vists Bureau

YR	ORG CODE	OBJECT	DESCRIPTION	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
17	GMCVB	22478	SPORTS COMMISSION	\$14,850								\$14,850
17	GMCVB	22480	SPORTS DEVELOPMENT INCENTIVES	\$39,600								\$39,600
17	GMCVB	31706	CONTROL ACCOUNT ONLY	\$239,951								\$239,951
			TOTAL EXPENDITURES	\$294,401	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$294,401

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DEPARTMENT Miscellaneous Appropriations
 PROGRAM: Gr Mad Conv. & Vists Bureau

C A P B D	YR	ORG CODE	OBJECT	DESCRIPTION	2015	ADOPTED	2015	2016	CURRENT	ACTUAL	ESTIMATED	TOTAL	AGENCY
					REVENUES	BUDGET	CARRYFORWARD	COUNTY BOARD	MODIFIED	REVENUES	REVENUES	ESTIMATED	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: Gr Mad Conv. & Visits Bureau

C
 A
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 D

YR	ORG CODE	OBJECT	DESCRIPTION	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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**Dane County
5-Year Budget Projections
Department:
Program:**

**Miscellaneous Appropriations
Gtr Mad Conv. & Vistrs Bureau**

Expenditures	2016 Adopted	2017 Projected	2018 Projected	2019 Projected	2020 Projected	2021 Projected
Personal Services	\$0	\$0	\$0	\$0	\$0	\$0
Operating Expenses	\$54,450	\$54,450	\$54,450	\$54,450	\$54,450	\$54,450
Contractual Services	\$239,951	\$239,951	\$239,951	\$239,951	\$239,951	\$239,951
Operating Capital	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenditures	\$294,401	\$294,401	\$294,401	\$294,401	\$294,401	\$294,401

Revenue	2016 Adopted	2017 Projected	2018 Projected	2019 Projected	2020 Projected	2021 Projected
Taxes	\$0	\$0	\$0	\$0	\$0	\$0
Intergovernmental Revenue	\$0	\$0	\$0	\$0	\$0	\$0
Licenses & Permits	\$0	\$0	\$0	\$0	\$0	\$0
Fines, Forfeits & Penalties	\$0	\$0	\$0	\$0	\$0	\$0
Public Charges for Services	\$0	\$0	\$0	\$0	\$0	\$0
Intergovernmental Charges for Services	\$0	\$0	\$0	\$0	\$0	\$0
Miscellaneous	\$0	\$0	\$0	\$0	\$0	\$0
Other Financing Sources	\$0	\$0	\$0	\$0	\$0	\$0
Total Revenues	\$0	\$0	\$0	\$0	\$0	\$0

GPR Impact	\$294,401	\$294,401	\$294,401	\$294,401	\$294,401	\$294,401
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Percentage Change 0.00% 0.00% 0.00% 0.00% 0.00%

Budget Carryforward Request

Dept: Miscellaneous Appropriations
 Program: GMCVB

Revenues

Budget as Modified Estimated Carryforward

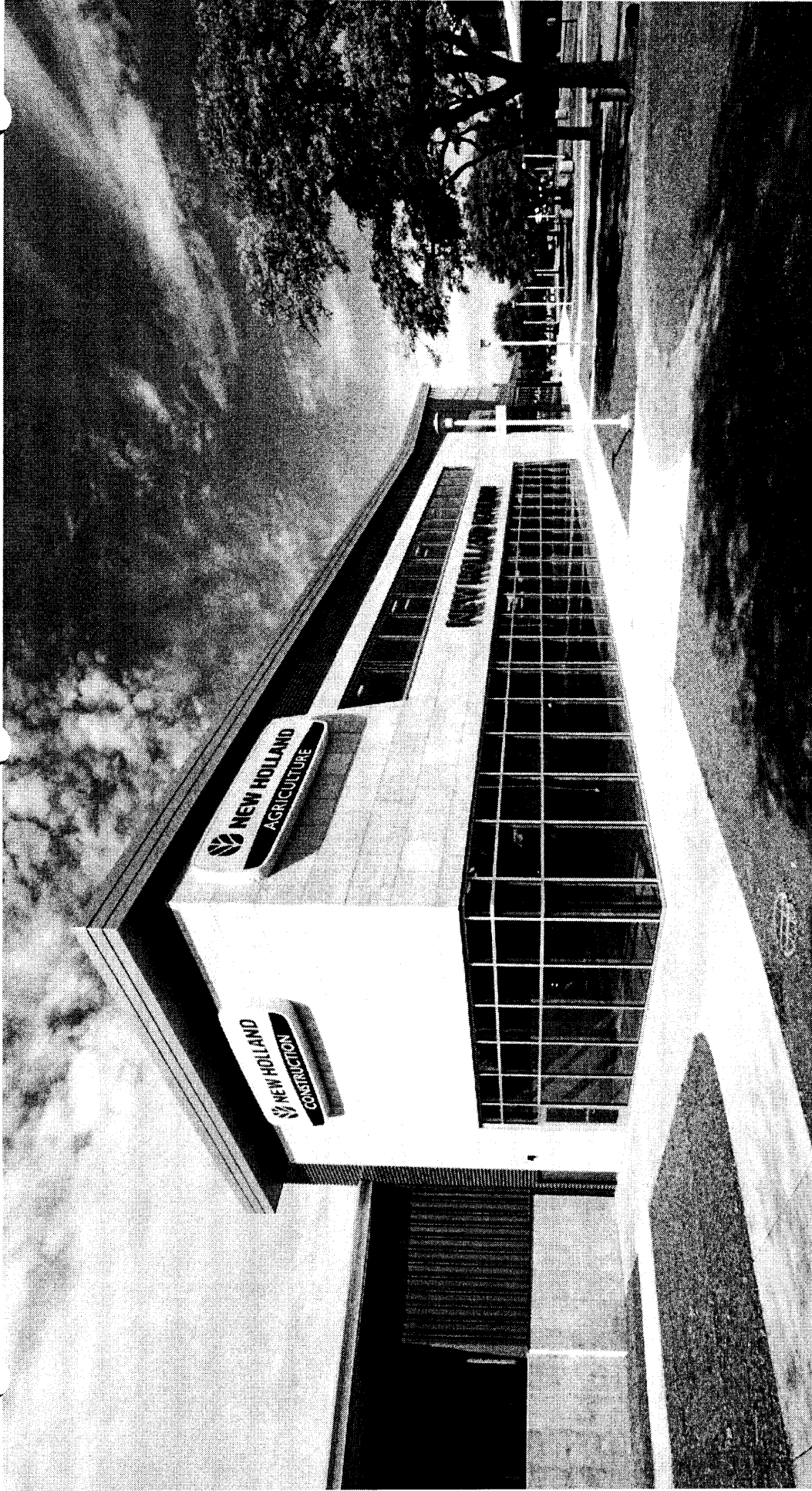
Budget as Modified Estimated Carryforward Resolution Number Justification/Comments

Object Code Revenue Source Account Description

No Carryforwards are Being Requested.

TOTAL

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**GREATER MADISON CONVENTION & VISITORS BUREAU
MADISON AREA SPORTS COMMISSION
2017 DESTINATION SALES & MARKETING
INVESTMENT PROPOSAL REVISED**

July 20, 2016

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DANE COUNTY TOURISM INVESTMENT

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 **146 future events** that are expected to generate **\$61.4 million** in direct spending (economic impact) in our communities.
- > Generated **\$832,710** in contract revenue for Alliant Energy Center
- > Contract goals: **39 qualified leads**; 108.3% of goal met for 2015

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 cycling, field sports such as soccer and rugby, and with new and exciting competitions – such as Boulderling and Unicycling.

We continue to see great interest in the New Holland Pavilions as a venue for agricultural and other events. We successfully landed Wizard-Con which exceeded expectations in its first year at Alliant Energy Center and subsequently contracted for a second year in 2016. Discussions are underway for 2017 and beyond.

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. We also continue to support and promote key events such as World Dairy Expo and WIAA that generate significant direct spending each year.

The Greater Madison Convention & Visitors Bureau and the Madison Area Sports Commission respectfully submit the following request for Dane County investment for fiscal year 2017.

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

Dept: Miscellaneous Appropriations
 Prgm: Gtr Mad Conv. & Vists Bureau

DANE COUNTY

27
500/00

Fund Name: General Fund
 Fund No: 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 2015	Adopted 2016	2015 Carry Forward	Board Transfers	Budget As Modified	2016 YTD	Estimated 2016	Department Request
PROGRAM EXPENDITURES								
Personnel Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Operating Expenses	\$56,900	\$54,450	\$156,550	\$0	\$211,000	\$0	\$211,000	\$54,450
Contractual Services	\$239,951	\$239,951	\$0	\$0	\$239,951	\$59,988	\$239,951	\$239,951
Operating Capital	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	\$296,851	\$294,401	\$156,550	\$0	\$450,951	\$59,988	\$450,951	\$294,401
PROGRAM REVENUE								
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
TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GPR SUPPORT	\$296,851	\$294,401			\$450,951			\$294,401
F.T.E. STAFF	0.000	0.000					0.000	0.000

RETURN ON YOUR INVESTMENT

MADISON
GOING > BEYOND > VISIT™

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 2015, Dane County visitor direct spending totaled \$1.15 billion – a 6.2% increase from 2014 – generating total business sales of over \$1.98 billion
- > Tourism spending supports over 21,000 jobs – of all levels and all abilities in Dane County and is an excellent “ladder” career/profession
- > Tourism spending in Dane County contributed \$148 million in state and local taxes – a 4.3% increase over 2014
- > In the absence of the state and local taxes generated by tourism, each Dane County household would need to pay \$700 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

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2017 INVESTMENT SUMMARY

The following outlines the Investment Request for 2017. This request maintains the GMCVB and MASCC funding at 2016 levels.

<u>Continuing Investment:</u>	
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 MASCC tourism development	<u>\$ 14,650</u>
Total MASCC Funding	\$ 54,250
TOTAL CONTINUING INVESTMENT	<u>\$ 294,201</u>

GMCVB 2017 INVESTMENT: USES OF FUNDS

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 2017 INVESTMENT: USES OF FUNDS

Dane County Sports Event Assistance	\$ 39,600
Funding for MASC tourism development:	<u>\$ 14,650</u>
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

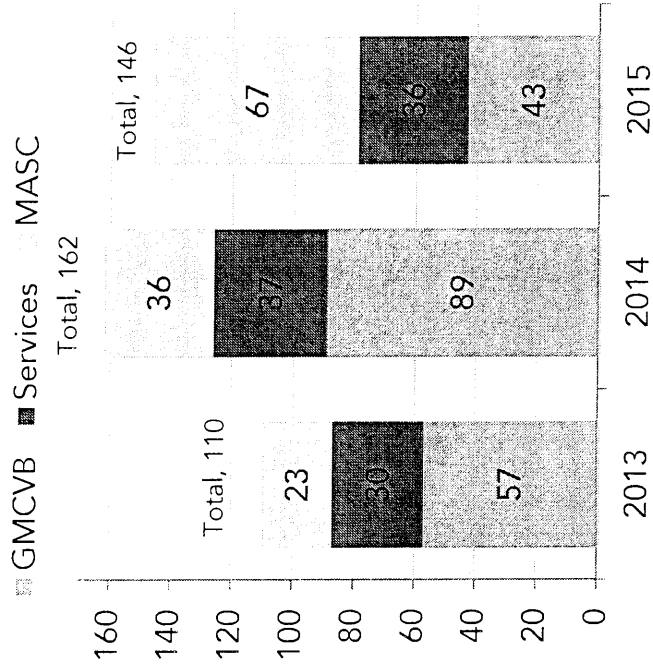
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OVERVIEW OF INVESTMENT RESULTS

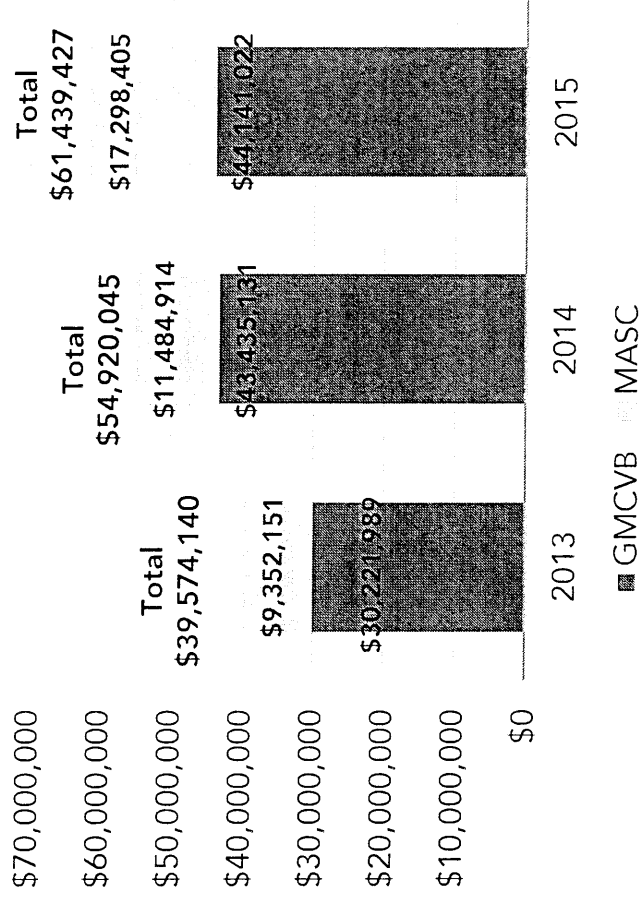
2015 RESULTS: ALL CONFIRMED EVENTS & DIRECT SPENDING

The GMCVB and MASC secured 146 events in 2015 that will generate an estimated \$61.4 million in economic impact in future years.

All Confirmed Events



Direct Spending for All
Confirmed Events

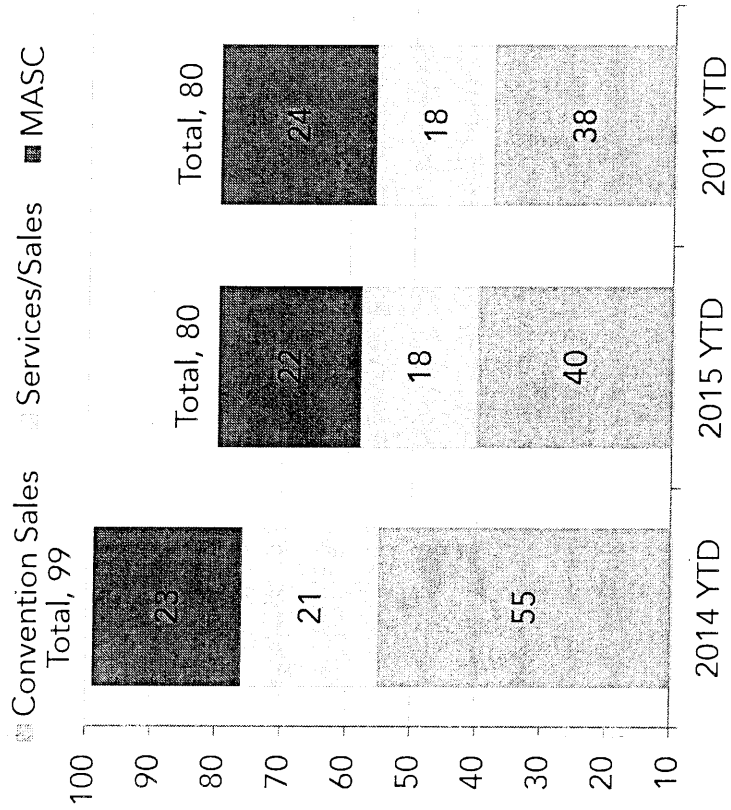


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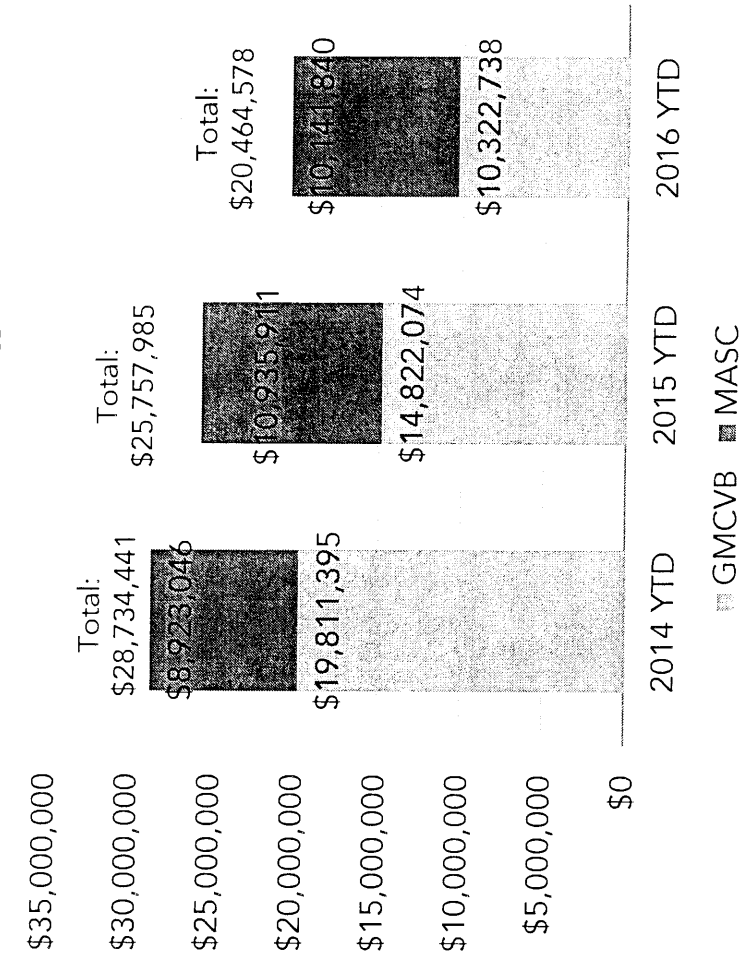
2016 YTD RESULTS (JAN – JUN): ALL CONFIRMED EVENTS & DIRECT SPENDING

2016 to date the GMCVB and MASC have contracted 80 events that are expected to generate an estimated \$20.5 million in direct spending in our community.

All Confirmed Events



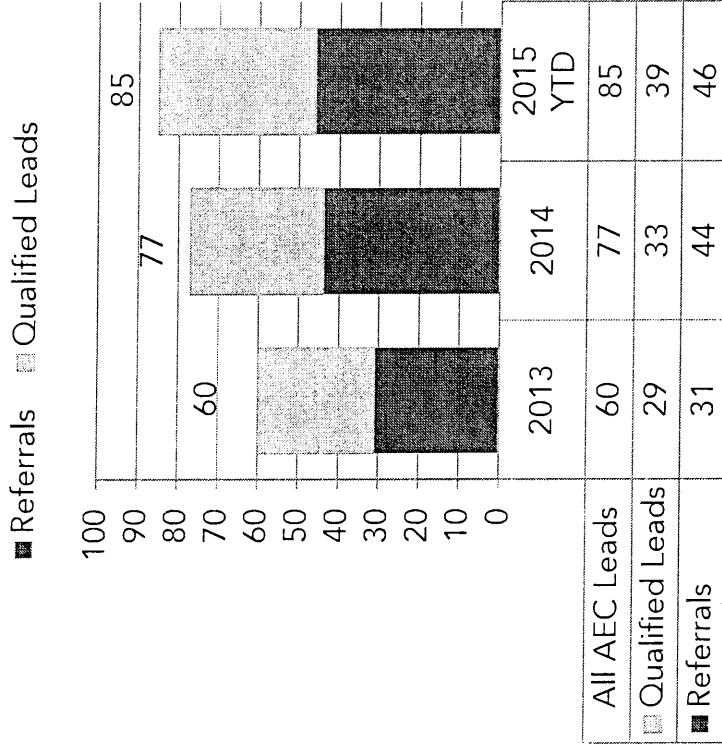
Direct Spending for All
Confirmed Events



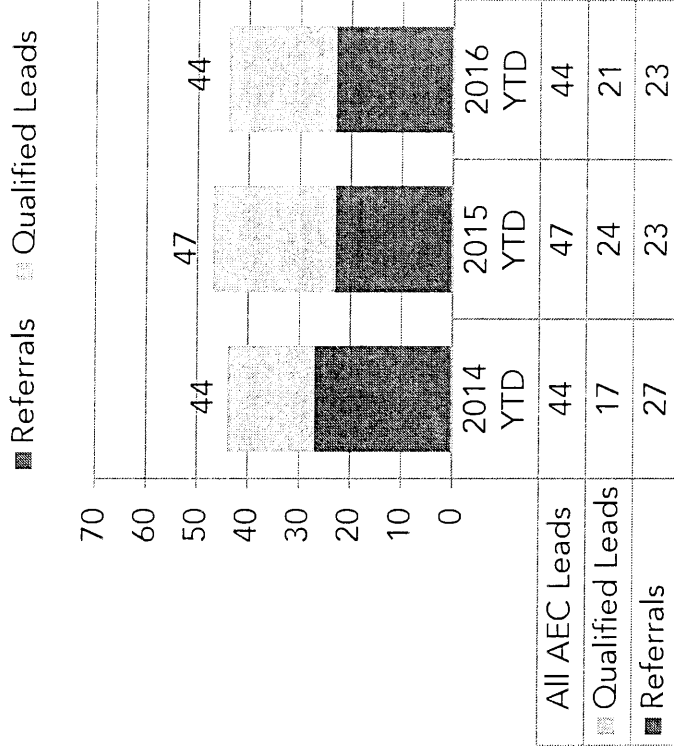
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2015 YE and 2016 JAN-JUN YTD QUALIFIED LEAD PRODUCTION

2015 Goal for Qualified Alliant Energy Center Qualified Leads = 36
108.33% goal achieved



2016 Jan – June
Goal for Qualified Alliant Energy Center Qualified Leads = 36
58.33% goal achieved



QUALIFIED LEADS

Qualified leads meet the criteria previously outlined. The Greater Madison Convention & Visitors Bureau and Madison Area Sports Commission may receive credit for these leads.

REFERRALS

Referrals are leads that are sent to Alliant Energy Center, but the size of the group does not meet the parameters to be considered a "qualified" lead.

2015 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
American Angus Association	2018 National Junior Angus Show	7/4/2018	2,588	3,000	\$1,723,895	\$139,620
Britt World Wide	BWW 5/16/15 Meeting	5/16/2015	0	450	\$11,008	\$2,995
Britt World Wide	BWW 8/29/15 Meeting	8/29/2015	0	450	\$11,008	\$2,995
Centare	Centare Training	12/7/2015	0	20	\$2,565	\$2,095
Clydesdale Breeders of the USA	2018 Clydesdale World Show	10/24/2018	1,500	7,500	\$1,776,730	\$80,000
Deseret Book Company	Time Out for Women - Fall 2016 Tour	9/9/2016	0	1,000	\$91,854	\$9,500
Gymfinity Children's Activity Center	2016 WI State Compulsory Championships	3/18/2016	190	750	\$92,503	\$13,650
Ho-Chunk Nation	General Council Meeting 2015	9/17/2015	30	2,000	\$123,337	\$28,050
JAM Brands	JAMfest Lite Series 2015	11/6/2015	20	250	\$26,388	\$15,800
Life Leadership	Life Leadership May 2015 Meeting	5/9/2015	0	1,000	\$65,063	\$4,200
Madison PHP	Madison PHP Conference 2015	11/13/2015	0	200	\$6,687	\$2,990
Serve Wisconsin AmeriCorps	Serve Wisconsin Meal Packing	10/16/2015	0	500	\$11,688	\$5,525
Stampin Up	Stampin' Up Madison	11/3/2016	0	1,000	\$68,507	\$21,650
Talent HQ	Wisconsin Recruiters	10/29/2015	0	200	\$3,155	\$1,795
The Enthusiast Network	2015 Hot Rod Power Tour - Kick-Off City	6/5/2015	405	3,000	\$534,018	\$7,600
Townsquare Media	2016 America On Tap	3/4/2016	0	5,000	\$319,902	\$15,900
United States Trampoline & Tumbling	2017 National Championships	6/18/2017	1,225	3,000	\$1,189,718	\$44,100
WI Interscholastic Horsemanship Assoc	2015 WIHA State Show	10/15/2015	250	750	\$193,272	\$13,000
WI Interscholastic Horsemanship Assoc	2016 WIHA State Show	10/27/2016	250	750	\$196,685	\$13,000
WI Interscholastic Horsemanship Assoc	2017 WIHA State Show	10/26/2017	250	750	\$200,772	\$13,520
Wizard World, Inc.	Wizard World Con	4/7/2016	501	10,000	\$1,234,394	\$153,300
Women's Flat Track Derby Association	2016 WFTDA Annual Meeting	5/26/2016	270	400	\$178,315	\$7,425
Working Western Horse Celebration	North Central WWHC 2016	8/9/2016	1,750	5,000	\$1,408,051	\$75,000
Working Western Horse Celebration	North Central WWHC 2017	8/8/2017	1,750	5,000	\$1,436,863	\$78,000
Working Western Horse Celebration	North Central WWHC 2018	8/7/2018	1,750	5,000	\$1,468,498	\$81,000
AEC Contracts Def. Jan-Dec 2015 = 25						\$832,710
12,729						\$6,970 \$12,374,876

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2016 YTD DEFINITE CONTRACTS FOR ALLIANT ENERGY CENTER (JAN - JUN)

MADISON
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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 Shetland Pony Club	ASPC Show 2017	7/29/2017	700	1,000	\$408,631	\$56,450	
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	\$6,255	\$1,325	
Lord Of Love Church	Reformation Anniversary Celebration	10/29/2017	0	5,000	\$309,885	\$12,000	
Moonshine Miles	Moonshine Miles	8/5/2016	0	3,000	\$38,960	\$8,700	
Private Event	Cadena-Jalencia Wedding Reception	6/25/2016	0	300	\$7,006	\$1,890	
USA Gymnastics	2016 WI State Compulsory Championship Meet	12/3/2016	230	2,000	\$290,732	\$14,460	
Wisconsin Cheese Makers Assoc	2017 Wisconsin Cheese Industry Conference	4/9/2017	1,635	1,700	\$635,060	\$55,840	
Wisconsin Dept of Health Services	WI DHS Public Hearing	3/7/2016	0	250	\$4,400	\$1,250	
Working Western Horse Celebration	Additional Contract North Central 2017 & 2018	9/7/2017	0	0	\$0	\$93,500	
					16,000	\$2,530,354	\$338,765
					3,866	\$2,530,354	\$338,765

AEC Contracts Def. Jan-June 2016 = 12

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APPENDIX

DESTINATION LEADERSHIP ACTIVITIES

MADISON
GOING > TO THE SOURCE > 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)

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**DANE COUNTY SPORTS INCENTIVE FUND:
 CONFIRMED EVENTS 2016 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
USA Climbing - 2016 ABS National Championships	1/22/2016	1,500	645	\$761,418	\$19,000
WI State Bowling Assoc - 2016 Open State Bowling Trnmt	1/8/2016	7,000	8,100	\$4,672,612	\$3,000
Gymfinity - 2016 Invitational	2/26/2016	1,800	200	\$185,474	\$2,000
Professional Disc Golf Assoc - 2016 PDGA Amateur Worlds	7/9/2016	600	820	\$290,501	\$8,000
US Trampoline & Tumbling - 2017 Championships	6/18/2017	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	1/20/2017	1,000	150	\$135,829	\$2,000

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**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.

Group and Event Name	Event Start Date	Attend	Total Rooms	Direct Spending	Award Approved
USA Badminton - 2017 Junior Natl Championships	2017, July	600	670	\$319,488	\$7,000
Women's Flat Track Derby - 2016 Intl Playoff Tournament	9/22/2016	2,500	400	\$258,600	\$5,000
USA Volleyball - 2020 High Perf. & NORCECA Championships	7/16/2020	4,000	4,670	\$2,647,817	\$41,450
USA Yoga - 2018 National Championship	6/1/2018	250	300	\$127,039	\$2,500

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**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

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