

<b>Dept:</b> Miscellaneous Appropriations	27	<b>DANE COUNTY</b>	<b>Fund Name:</b> General Fund
<b>Prgm:</b> Destination Madison	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:**

Destination Madison, 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 Alliant Energy 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 2018	Adopted 2019	2018 Carry Forward	Board Transfers	Budget As Modified	2019 YTD	Estimated 2019	Department Request
<b>PROGRAM EXPENDITURES</b>								
Personnel Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Operating Expenses	\$59,200	\$54,450	\$192,700	\$0	\$247,150	\$0	\$247,150	\$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
<b>TOTAL</b>	<b>\$299,151</b>	<b>\$294,401</b>	<b>\$192,700</b>	<b>\$0</b>	<b>\$487,101</b>	<b>\$59,988</b>	<b>\$487,101</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>\$299,151</b>	<b>\$294,401</b>			<b>\$487,101</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>

Dept: Miscellaneous Appropriations		27		Fund Name: General Fund							
Prgm: Destination Madison		500/00		Fund No.: 1110							
DI#	NONE	2020 Base	Net Decision Items							2020 Requested Budget	
			01	02	03	04	05	06	07		
<b>PROGRAM EXPENDITURES</b>											
	Personnel Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Operating Expenses	\$54,450	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$54,450
	Contractual Services	\$239,951	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$239,951
	Operating Capital	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	<b>TOTAL</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>\$0</b>	<b>\$294,401</b>
<b>PROGRAM REVENUE</b>											
	Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Intergovernmental Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Licenses & Permits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Fines, Forfeits & Penalties	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Public Charges for Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Intergovernmental Charge for Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Miscellaneous	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Other Financing Sources	\$0	\$0	\$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>\$0</b>	<b>\$0</b>
	<b>GPR SUPPORT</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>\$0</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>0.000</b>	<b>0.000</b>	<b>0.000</b>	<b>0.000</b>	<b>0.000</b>	<b>0.000</b>
<b>NARRATIVE INFORMATION ABOUT DECISION ITEMS SHOWN ABOVE</b>											
<b>2020 BUDGET BASE</b>			Expenditures			Revenue			GPR Support		
			\$294,401			\$0			\$294,401		
<b>2020 REQUESTED BUDGET</b>											
			\$294,401			\$0			\$294,401		

OPERATING BUDGET SUMMARY

PROGRAM SUMMARY	2018 ACTUAL	ADOPTED BUDGET 2019	2018 CARRYFORWRD	2019 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	\$59,200	\$54,450	\$192,700	\$0	\$247,150	\$0	\$247,150	\$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
<b>TOTAL PROGRAM EXPENDITURES</b>	<b>\$299,151</b>	<b>\$294,401</b>	<b>\$192,700</b>	<b>\$0</b>	<b>\$487,101</b>	<b>\$59,988</b>	<b>\$487,101</b>	<b>\$0</b>	<b>\$294,401</b>
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
INTERGOVL 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>\$192,700</b>	<b>\$0</b>	<b>\$487,101</b>	<b>\$59,988</b>	<b>\$487,101</b>	<b>\$0</b>	<b>\$294,401</b>
<b>NET COST:</b>	<b>\$299,151</b>	<b>\$294,401</b>	<b>\$192,700</b>	<b>\$0</b>	<b>\$487,101</b>	<b>\$59,988</b>	<b>\$487,101</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>
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
INTERGOVL 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: Destination Madison

YR	ORG CODE	OBJECT	DESCRIPTION	2018		2019		2019	CURRENT	ACTUAL	ESTIMATED	TOTAL	AGENCY
				EXPENDITURES	BUDGET	ADOPTED	CARRYFORWARD						
				\$14,650	\$14,850	\$0	\$0	\$14,850	\$0	\$0	\$14,850	\$0	\$14,850
20	GMCVB	22478	SPORTS COMMISSION	\$44,550	\$39,600	\$0	\$0	\$232,300	\$0	\$0	\$232,300	\$0	\$39,600
20	GMCVB	22480	SPORTS DEVELOPMENT INCENTIVES	\$239,951	\$239,951	\$0	\$0	\$239,951	\$59,988	\$59,988	\$239,951	\$0	\$239,951
20	GMCVB	31706	CONTROL ACCOUNT ONLY	\$299,151	\$294,401	\$0	\$0	\$487,101	\$59,988	\$59,988	\$487,101	\$0	\$294,401
			TOTAL EXPENDITURES										



DEPARTMENT Miscellaneous Appropriations  
 PROGRAM: Destination Madison

YR	ORG CODE	OBJECT	DESCRIPTION	AGENCY REQUEST													
				BASE	DECISION ITEM #1	DECISION ITEM #2	DECISION ITEM #3	DECISION ITEM #4	DECISION ITEM #5	DECISION ITEM #6	DECISION ITEM #7						
20	GMCVB	22478	SPORTS COMMISSION	\$14,850												\$14,850	
20	GMCVB	22480	SPORTS DEVELOPMENT INCENTIVES	\$39,600													\$39,600
20	GMCVB	31706	CONTROL ACCOUNT ONLY	\$239,951													\$239,951
TOTAL EXPENDITURES				\$294,401	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$294,401

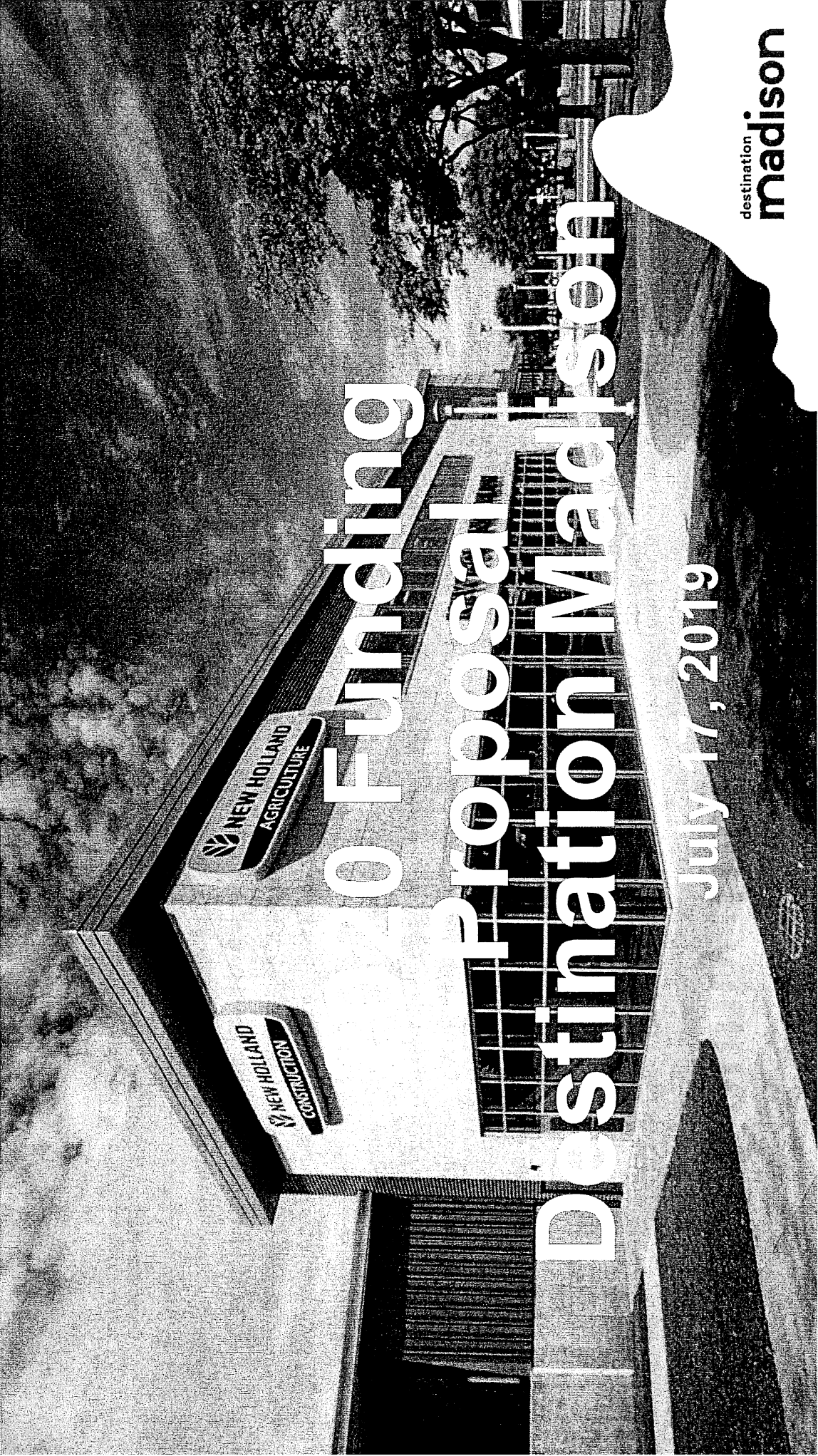
DEPARTMENT Miscellaneous Appropriations  
 PROGRAM: Destination Madison

YR	ORG CODE	OBJECT	DESCRIPTION	2018 REVENUES	ADOPTED BUDGET 2019	2018 CARRYFORWARD	2019 COUNTY BOARD ACTIONS	CURRENT MODIFIED BUDGET	ACTUAL REVENUES YTD	ESTIMATED REVENUES TOTAL	TOTAL ESTIMATED CARRYFORWARD	AGENCY BASE
			TOTAL REVENUES	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
				\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

DEPARTMENT Miscellaneous Appropriations  
 PROGRAM: Destination Madison

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
				\$0								\$0
			TOTAL REVENUES	\$0								\$0





# 2019 Funding Proposal Madison Destination Madison

July 17, 2019

destination  
**madison**

# 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, now Destination Madison, 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 \$58.9 million in direct spending (economic impact) Generated \$992,070 in contract revenue for Alliant Energy Center
- Contract goals: 30 qualified leads

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. In addition our team implemented a geographic sales deployment strategy designed to identify opportunities and build relationships within and beyond these key market segments.

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 with the successful first year of the Reebok CrossFit Games that culminated in an extension of their commitment for an additional two years.

Please refer to pages 10-11 for a complete listing of events secured in 2018.

We continued to pursue several strategic initiatives during 2018 and continuing into 2019:

- Continued engagement in the Alliant Energy Center Master Planning work and Destination District Planning
- Engaged in Forever Truax / 115<sup>th</sup> Fighter Wing efforts and Badger Air Community Council
- Supported the second year of the Reebok CrossFit Games with expanded marketing programs
- World Dairy Expo support: continued support for World Dairy Expo by executing a comprehensive "Welcome" program

Destination Madison respectfully submits the following request for Dane County investment for fiscal year 2020. 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)*





# Serving Dane County Citizens

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

- Dane County welcomed over **17.3 million** visitors to our communities in 2018
- These visitors spent **\$1.3 billion** – a **5.7% increase over 2017** – in our community in **restaurants, hotels, retail establishments and entertainment and attraction venues** generating total business sales of over \$2.2 billion
- Over **22,000 workers** support and serve visitors to Dane County
- Tourism spending in Dane County **contributed \$163.5 million in state and local taxes**
- In the absence of the state and local taxes generated by tourism, each Dane County household would need to pay **\$750** to maintain the current level of government services.

Dane County's investment in the Destination Madison 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

# 2020 Investment Summary

The following outlines the Investment Request for 2020. This request includes funds for event assistance in support of Alliant Energy Center events and sports events occurring throughout Dane County as well as funds to support organization resources and programs that promote Dane County and specifically the Alliant Energy Center.

Our request reflects changes we are experiencing as we compete for business with other cities. As we compete for business we find that more and more destinations and facilities offer greater levels of funding to secure business by either offsetting rents or going towards the groups operating expenses. Some cities have funds ranging from \$250,000 to over \$1,000,000. Ft Worth and Albuquerque have \$500,000 per year to support securing business for their convention center and destination.

At the previous level of funding, we also experience a lack of funds available throughout the year. Funds needed to secure commitments early in the year leave limited funds to secure business from leads that arrive in the back half of the year. Given the state of the competitive environment and the lack of funding to support our sales efforts throughout the year we request an increase in the Alliant Energy Center Event Assistance fund.

We have also included a 3.5% increase in the Contractual Services funding. This reflects wage increases anticipated in 2020 at the level Dane County provided County employees in 2019.

<b>Operating Expenses</b>	
Alliant Energy Center Event Assistance	\$ 100,000
Sports Event Assistance	\$ 39,600
<b>Total Operating Expenses:</b>	<u>\$ 139,600</u>
<b>Contractual Services:</b>	
Destination Madison	\$ 199,600
Madison Area Sports Commission	\$ 15,163
Alliant Energy Center Contribution	<u>\$ 30,000</u>
<b>Total Contractual Services</b>	<u>\$ 244,763</u>
<b>TOTAL INVESTMENT</b>	<u><u>\$ 384,363</u></u>



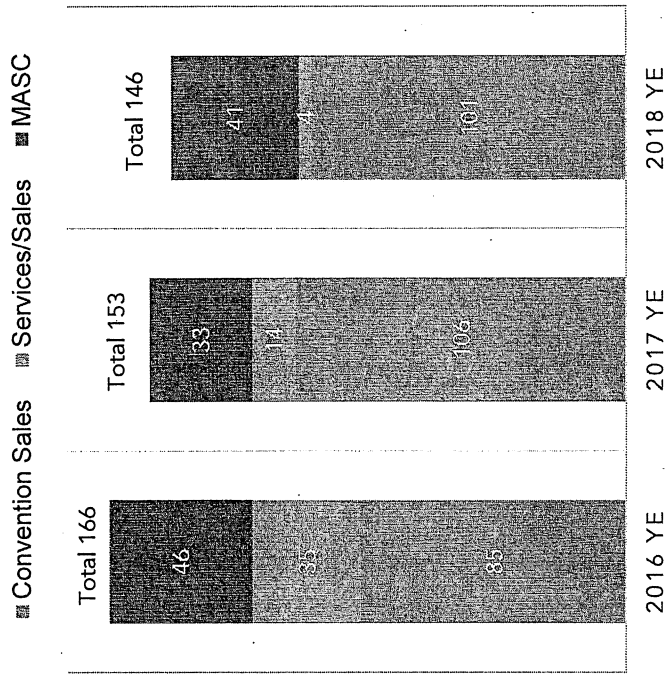


# Sales Results

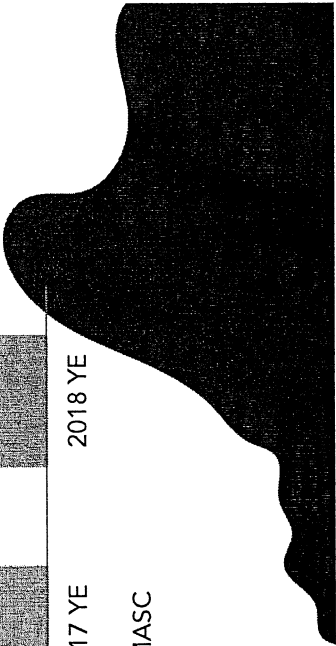
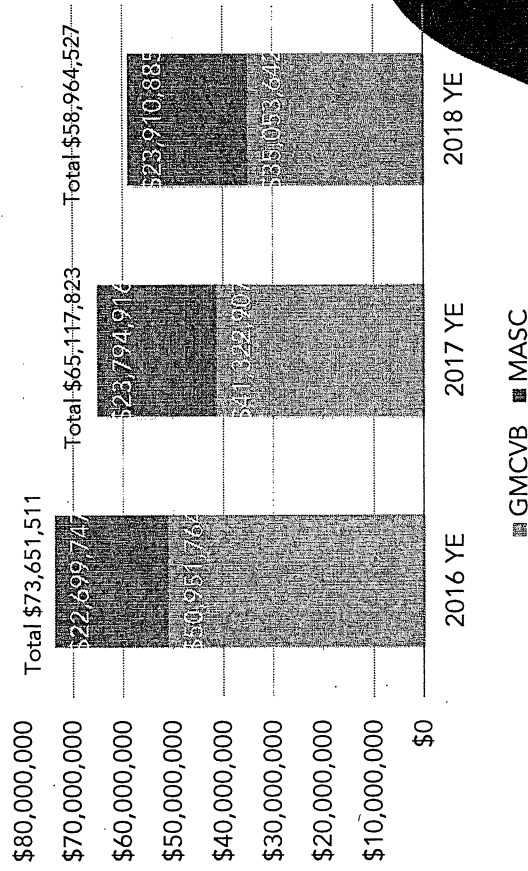
destination  
**m**adison

The GMCVB and MASC secured **146 events** in 2018 that will generate an estimated **\$58.9 million in economic impact** in future years.

### All Confirmed Events

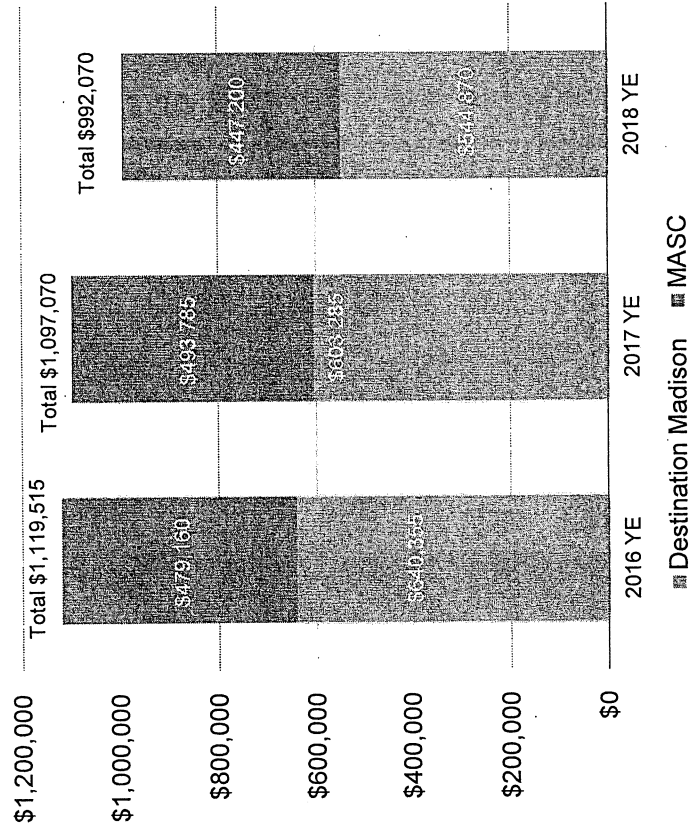


### Direct Spending

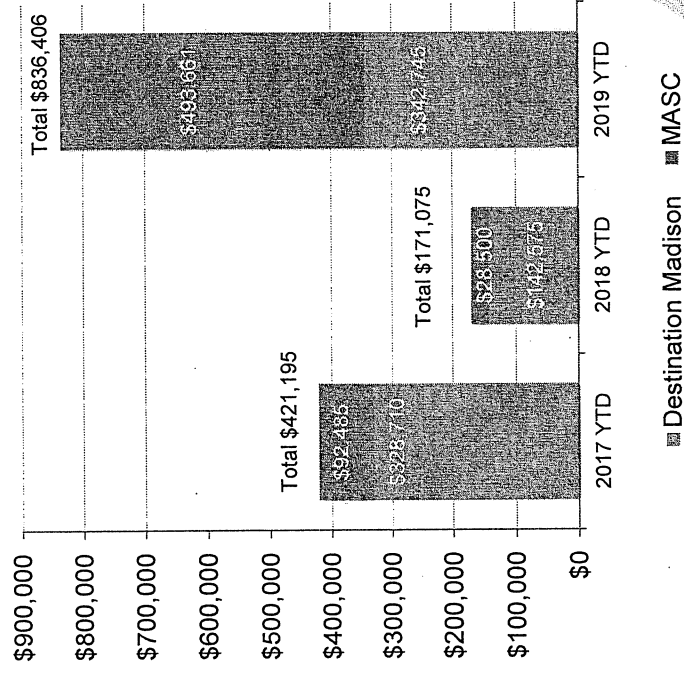


# Alliant Energy Center Contract Revenue

2018 Contract Revenue



2019 YTD Contract Revenue



# Appendix

## Organization Leadership Engagement

The Leadership of the Destination Madison 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

### DESTINATION INITIATIVES

Alliant Energy Center Market Redevelopment Committee  
Destination District Planning Committee  
Judge Doyle Square  
Madison Festivals Board of Directors  
DMI Quality of Life Downtown Committee  
Badger Air Community Council (BACC)  
Madison College Advisory Committees  
Wisconsin Union Community Advisory Committee  
Sports Product Development Initiatives

# ALLIANT ENERGY CENTERS DEFINITE CONTRACTS

Group Name	Event Name	Event Start Date	Total Rooms	Attend	Direct Spending	Contract Revenue
American Hereford Association	2021 Junior National Hereford Expo	6/23/2021	2,420	1,200	\$1,240,394	\$111,515
Armed Forces Services Corp	Yellow Ribbon Program Event	4/13/2018	30	300	\$14,859	\$5,590
Badgerette Pom Pon Inc.	2019 Badger State Pom & Dance Shwdwn	1/5/2019	0	1,000	\$26,447	\$13,975
Cap Gun Circuit	Cap Gun Circuit Horse Show	6/18/2020	200	500	\$102,320	\$30,650
CFB Events	MagicFest Madison 2019	5/10/2019	0	800	\$58,725	\$42,600
CrossFit, Inc.	2019 CrossFit Games	7/25/2019	21,561	35,000	\$10,275,816	\$418,700
Entercom	Baby Expo	2/17/2019	0	500	\$26,866	\$3,695
FranklinCovey	FranklinCovey SMRC	6/6/2018	0	100	\$3,701	\$1,050
Hess Promotions	2018 New Product Showcase	2/1/2018	0	1,500	\$48,303	\$2,020
Hess Promotions	2019 New Product Showcase	2/7/2019	0	1,500	\$42,662	\$2,080
JAM Brands	2018 JAMfest Badger JAM	11/2/2018	0	600	\$70,871	\$20,685
Life Leadership	March 2019 Meeting	3/16/2019	0	1,000	\$59,545	\$4,100
Musical-Lee Yours	Gospel Carols 9	12/21/2018	0	1,000	\$18,934	\$5,050
Prep Dig	Invitational Volleyball Tournament	6/1/2019	705	2,000	\$404,184	\$28,500

# ALLIANT ENEGRY CENTERS DEFINITE CONTRACTS

Group Name	Event Name	Event Start Date	Total Rooms	Attend	Direct Spending	Contract Revenue	
Sun Prairie High School	Sun Prairie High School Graduation	6/14/2019	0	1,000	\$24,273	\$13,400	
Talent HQ	Wisconsin Recruiters 2018	10/25/2018	0	200	\$7,266	\$1,965	
Team Champion	Team Champion 2 Day Challenge	2/2/2019	0	400	\$31,441	\$26,400	
Team Champion	Madtown Challenge Cheer Event	2/1/2020	0	400	\$32,241	\$27,200	
UW Saddle & Sirloin	2018 Badger Kick Off Classic	11/29/2018	225	500	\$112,081	\$34,350	
UW Saddle & Sirloin	2018 Little "I" Horse Show	4/28/2018	0	100	\$6,245	\$2,600	
Wegner LLP	Wegner CPAs Manufacturing Forum	1/10/2019	0	200	\$7,661	\$2,250	
Wisconsin Department of Procurement	Procurement Conference 2018	10/31/2018	0	175	\$3,444	\$2,110	
WI Future Business Leaders of America	State Leadership Conference 2022	3/27/2022	1,876	2,000	\$819,045	\$55,560	
Wisconsin Games Alliance	M+DEV 2018	10/19/2018	90	500	\$77,741	\$7,375	
WI Interscholastic Horsemanship Assoc	2019 WIHA State Show	10/25/2019	250	750	\$194,100	\$14,350	
Wizard World, Inc.	Wizard World Con 2019	9/20/2019	270	10,000	\$1,027,030	\$114,300	
					<b>27,627</b>	<b>63,225</b>	<b>\$14,736,195</b>
							<b>\$992,070</b>

AEC Contracts Jan-Dec 2018 = 26

# AEC QUALIFIED LEADS GENERATED IN 2018

GMCVB or MASC	Account Name	Lead Name	Event Start Date	Room Nights	Attend	Direct Spending
GMCVB	Summit Performance Group, LLC	2018 DeLaval National Meeting	6/12/2018	730	300	\$234,943
GMCVB	Arnold Air Society & Silver Wings	NATCON 2019	4/18/2019	1,415	1,000	\$567,124
MASC	A. Smith & Co	2019 American Ninja Warrior	5/18/2019	1,600	900	\$576,918
GMCVB	United Natural Foods, Inc.	UNFI Central Showcase	5/19/2019	1,420	650	\$456,644
MASC	Prep Dig	Invitational Volleyball Tournament	6/1/2019	705	2,000	\$404,184
GMCVB	American Simmental Association	2019 AJSA National Classic	6/24/2019	1,842	800	\$645,333
GMCVB	Family Motor Coach Association	2019 Family Reunion	8/21/2019	703	3,500	\$755,910
GMCVB	WI Child Support Enforcement Assoc	WCSEA Fall Conference 2019	9/10/2019	635	350	\$193,398
GMCVB	Arbor Day Foundation	2019 Partners in Community Forestry	11/18/2019	1,200	500	\$317,116
MASC	United States Futsal	2020 North Central Regional	2/20/2020	520	800	\$212,550
GMCVB	WI Educational Media and Tech Assoc	Annual Convention 2020	3/8/2020	310	700	\$232,191
GMCVB	Access Intelligence	Ecommerce Operations Summit 2020	4/14/2020	1,235	1,000	\$564,570
MASC	Amateur Athletic Union	2020 AAU Cheerleading & Dance Natls	5/16/2020	300	1,500	\$113,485
GMCVB	American Truck Historical Society	Annual Convention and Truck Show	6/1/2020	1,900	10,000	\$2,098,242
GMCVB	Red Angus Association of America	National Junior Red Angus Event	6/14/2020	1,500	700	\$707,649
MASC	Amateur Athletic Union	2020 AAU Gymnastics Natl Age Group	6/17/2020	1,500	4,800	\$730,924
GMCVB	Alpha Gamma Rho	2020 National Convention	7/21/2020	570	400	\$199,917
MASC	CrossFit, Inc.	2020 CrossFit Games	7/24/2020	14,700	35,000	\$6,644,467
GMCVB	Dairy Cattle Reproduction Council	2020 DCRC Annual Meeting	11/9/2020	368	250	\$190,456
GMCVB	Midwest Food Products Association	2020 Annual Convention & Crops Conf	11/30/2020	865	800	\$346,996



# AEC REFERRAL LEADS GENERATED IN 2018

GMCVB or MASC	Account Name	Lead Name	Event Start Date	Room Nights	Attend	Direct Spending
GMCVB	UW Saddle & Siroloin	2018 Little "I" Horse Show	4/28/2018	0	100	\$6,245
GMCVB	Ho-Chunk Nation	General Council Meeting 2018	9/15/2018	90	2,000	\$126,306
GMCVB	Talent HQ	Wisconsin Recruiters 2018	10/25/2018	0	200	\$7,266
GMCVB	Wisconsin Department of Procurement	Procurement Conference 2018	10/31/2018	0	175	\$3,444
GMCVB	JAM Brands	2018 JAMfest Badger JAM	11/2/2018	0	600	\$70,871
GMCVB	Badgerette Pom Pon Inc.	2019 Badger State Pom & Dance Shwdwn	1/5/2019	0	1,000	\$26,447
GMCVB	Wegner LLP	Wegner CPAs Manufacturing Forum 2019	1/10/2019	0	200	\$7,661
GMCVB	Team Champion	Team Champion 2 Day Challenge	2/2/2019	0	400	\$31,441
GMCVB	Hess Promotions	2019 New Product Showcase	2/7/2019	0	1,500	\$42,662
GMCVB	Wisconsin Public Television	Garden Expo 2019	2/8/2019	200	20,000	\$1,189,744
GMCVB	Life Leadership	March 2019 Meeting	3/16/2019	0	1,000	\$59,545
MASC	Women's Flat Track Derby Association	2019 Roller Derby World Summit	3/20/2019	345	400	\$211,027
MASC	Wisconsin Swimming	2019 Annual House of Delegates Mtg	4/26/2019	35	150	\$15,843
MASC	World Cube Association	2019 Great Lakes Cubing Championship	5/17/2019	120	500	\$208,817
GMCVB	Wisconsin Association of FFA	Annual State Convention 2019	6/10/2019	1,250	3,000	\$1,056,710
GMCVB	Sun Prairie High School	Sun Prairie High School Graduation	6/14/2019	0	1,000	\$24,273

# AEC QUALIFIED LEADS GENERATED IN 2018

GMCVB or MASC	Account Name	Lead Name	Event Start Date	Room Nights	Attend	Direct Spending
MASC	United States Futsal	2021 North Central Regional	3/4/2021	620	1,000	\$271,187
GMCVB	WI Educational Media and Tech Assoc	Annual Convention 2021	3/7/2021	310	700	\$236,050
GMCVB	Amer Assoc for the History of Medicine	AAHM 2021 Annual Meeting	5/12/2021	630	350	\$193,942
MASC	USA Weightlifting	2021 National Championships	5/19/2021	650	600	\$302,021
MASC	Amateur Athletic Union	2021 AAU Gymnastics Natl Age Group	6/16/2021	1,500	4,800	\$740,512
GMCVB	All-American Junior Sheep Show	2021 All-American Junior Sheep Show	6/30/2021	490	1,000	\$328,311
MASC	CrossFit, Inc.	2021 CrossFit Games	7/23/2021	14,700	35,000	\$6,731,713
GMCVB	Federation of Genealogical Societies	CONFIDENTIAL - 2021 Annual Natl Conf	8/31/2021	1,800	1,500	\$1,182,765
GMCVB	Midwest Food Products Association	2021 Annual Convention & Crops Conf	11/29/2021	865	800	\$352,038
MASC	United States Futsal	2022 North Central Regional	3/3/2022	860	1,500	\$412,134
GMCVB	WI Educational Media and Tech Assoc	Annual Convention 2022	3/6/2022	310	700	\$239,977
GMCVB	North American Singers Association	2022 Saengerfest	6/9/2022	2,925	2,500	\$1,595,459
GMCVB	Federation of Genealogical Societies	CONFIDENTIAL - 2022 Annual Natl Conf	8/30/2022	1,800	1,500	\$1,197,677
MASC	United States Futsal	2023 North Central Regional	3/2/2023	1,260	2,500	\$695,963
GMCVB	WI Educational Media and Tech Assoc	Annual Convention 2023	3/5/2023	310	700	\$243,967
GMCVB	Federation of Genealogical Societies	CONFIDENTIAL - 2023 Annual Natl Conf	9/5/2023	1,800	1,500	\$1,212,768
GMCVB	WI Educational Media and Tech Assoc	Annual Convention 2024	3/3/2024	310	700	\$248,041

AEC Leads Jan-Dec 2018 = 37      65,158      123,300      \$32,377,542

# AEC REFERRAL LEADS GENERATED IN 2018

GMCVB or MASC Account Name	Lead Name	Event Start Date	Room Nights	Attend	Direct Spending
GMCVB Market America	2019 nutraMetrix® Consultant Training	6/20/2019	172	500	\$108,174
MASC U.S. Dragon and Lion Dance Federation	2019 Dragon & Lion Dance Championships	6/21/2019	250	450	\$215,477
MASC National Assoc of Intercollegiate Esports	2019 NACE National Convention	7/17/2019	450	250	\$130,187
GMCVB Wisconsin Quarter Horse Association	WQHA State Show	8/29/2019	250	500	\$157,515
GMCVB Wisconsin Public Television	Quilt Expo 2019	9/5/2019	260	20,000	\$1,200,684
GMCVB Wizard World, Inc.	Wizard World Con 2019	9/20/2019	270	10,000	\$1,027,030
GMCVB Gamehole Con	Gamehole Con 2019 Room Block	10/29/2019	1,130	3,000	\$599,660
GMCVB Team Champion	Madtown Challenge Cheer Event 2020	2/1/2020	0	400	\$32,241
MASC Wisconsin Wrestling Federation	2020 WI Youth State Wrestling Tournament	3/27/2020	550	3,000	\$298,780
GMCVB Cap Gun Circuit	Cap Gun Circuit Horse Show	6/18/2020	200	500	\$102,320
GMCVB Gamehole Con	Gamehole Con 2020 Room Block	11/3/2020	1,330	3,000	\$665,344
GMCVB Gamehole Con	Gamehole Con 2021 Room Block	11/2/2021	1,340	3,000	\$678,160
GMCVB WI Dept of Ag Trade & Cnsmr Protection	75th Alice in Dairyland 2022	5/19/2022	64	450	\$37,753

AEC Referral Leads Jan-Dec 2018 = 29      8,306    77,275    \$8,341,627

# AEC CALL-IN LEADS RESPONDED TO IN 2018

GMCVB or MASC	Account Name	Lead Name	Event Start Date	Room Nights	Attend	Direct Spending
GMCVB	Armed Forces Services Corp	Yellow Ribbon Program Event	4/13/2018	30	300	\$14,859
GMCVB	FranklinCovey	FranklinCovey SMRC	6/6/2018	0	100	\$3,701
GMCVB	Musical-Lee Yours	Gospel Carols 9	12/21/2018	0	1,000	\$18,934
GMCVB	Entercom	Baby Expo	2/17/2019	0	500	\$26,866
GMCVB	CFB Events	MagiFest Madison 2019	5/10/2019	0	800	\$58,725
GMCVB	Sitelines Productions	Magic: The Gathering Grand Prix	5/10/2019	0	1,000	\$26,103
GMCVB	Christian Congregation Jehovah's Witnesses	CCJW 2019 Watchtower Conv	7/4/2019	3,000	6,200	\$1,318,366
				<b>3,030</b>	<b>9,900</b>	<b>\$1,467,554</b>

AEC Call-in leads Jan-Dec 2018 = 7

**Alliant Engery Center Event Assistance Program** events occurring 2019 and future as of 7/8/19

**CONFIRMED EVENTS**

Group Name	Event Dates	Attend	Total Rooms	Direct Spending	Award Approved
Wisconsin Cheese Makers Assoc - 2019 Conference	2019, Apr 16-19	1,700	1,770	\$705,663	\$10,000
SkillsUSA Wisconsin - 2019 State Leadership & Skills Conf	2019, Apr29-May1	2,000	600	\$637,926	\$11,000
CrossFit Games, Inc. - 2019 CrossFit Games	2019, Jul25-Aug6	35,000	21,561	\$10,275,816	\$25,000
Dairy Calf & Heifer Assoc - 2020 Annual Conference	2020, Apr 7-9	500	330	\$194,442	\$5,000
USA Gymnastics - XCEL Regionals 2020	2020, Apr 24-25	2,000	726	\$728,805	\$12,500
SkillsUSA Wisconsin - 2020 State Leadership & Skills Conf	2020, Apr 27-29	2,000	645	\$652,188	\$11,000
SkillsUSA Wisconsin - 2021 State Leadership & Skills Conf	2021, Apr 26-28	2,000	645	\$665,930	\$11,000
Wisconsin FBLA - Statewide Leadership Conference 2022	2022, Mar 27-29	2,000	1,876	\$819,045	\$12,000

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

Group Name	Event Dates	Attend	Total Rooms	Direct Spending	Award Approved
United States Futsal Assoc - 2020 North Central Regional	2020, Feb 20-23	800	520	\$212,550	\$3,125
PREP DIG - Prep Dig Invite	2020	2,000	705	\$404,184	\$10,000
American Truck Historical Soc - 2020 Annual Conv and Truck Show	2020, June 1-7	10,000	1,900	\$2,098,242	\$5,000
Red Angus Assoc of America - North American 2020	2020, Jun30-Jul4	700	1,500	\$707,649	\$5,000
United States Futsal Assoc - 2021 North Central Regional	2021, Mar 4-7	1,000	620	\$271,187	\$3,125
North American Gay Volleyball - National Championships 2021	2021, May 26-30	1,000	990	\$587,891	\$12,500
Amateur Athletic Union - 2021 AAU Gymnastics Natl Age Group	2021, June 16-20	4,800	1,500	\$740,512	\$10,000
United States Futsal Assoc - 2022 North Central Regional	2022, Mar 3-6	1,500	860	\$412,134	\$3,125
United States Futsal Assoc - 2023 North Central Regional	2023, Mar 2-5	2,500	1,260	\$695,963	\$3,125
American Hereford Association - 2024 Junior National	2024, Jun28-Jul5	1,200	2,575	\$1,337,366	\$10,000

Dane County Sports Fund		events occurring 2019 and future as of 7/8/19			
<b>CONFIRMED EVENTS</b>					
Dane County Sports Fund monies are often leveraged to provide matching dollars in applying for state grants					
Group Name	Event Dates	Attend	Total Rooms	Direct Spending	Award Approved
Gymfinity - 2019 Dairy-Aire Gymnastics Invitational	2019, Feb 22-24	1,200	140	\$146,799	\$500
Crossfit Games Inc., 2019 CrossFit Games	2019, Jul 25-Aug 8	35,000	21,842	\$10,275,816	\$40,000
USA Track & Field - 2019 Natl Jr Olympic Cross Country Chps	2019, Dec 14	3,000	3,552	\$971,046	\$15,000
USA Gymnastics - Region IV Xcel Championships	2020, Apr 24-26	2,000	800	\$728,805	\$2,000
<b>EVENTS WITH SITE VISITS and/or PENDING PROPOSALS</b>					
Dane County Sports Fund monies are often leveraged to provide matching dollars in applying for state grants					
Group Name	Event Dates	Attend	Total Rooms	Direct Spending	Award Approved
2021 AAU Gymnastics Natl Age Group Championship	2021, June 16-20	4,800	1,500	\$740,512	\$18,500
Fed of US Teachers & Adjudicators Highland Dancing - 2022	2022, July 19-24	1,500	1,003	\$608,704	\$6,500

**Thank you**

destination  
**madison**