



City of Madison

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

Agenda - Approved

COMMON COUNCIL - DISCUSSION

Tuesday, March 17, 2015

5:30 PM

210 Martin Luther King, Jr. Blvd.
Room 201 (City-County Building)

Common Council Presentation by Greater Madison Convention & Visitors Bureau Overview of Tourism & Tourism Investment Impact

If you need an interpreter, translator, materials in alternate formats or other accommodations to access this service, activity or program, please call the phone number below immediately.

Si necesita un intérprete, un traductor, materiales en formatos alternativos u otros arreglos para acceder a este servicio, actividad o programa, comuníquese inmediatamente al número de teléfono que figura a continuación.

Yog tias koj xav tau ib tug neeg txhais lus, ib tug neeg txhais ntawv, cov ntaub ntawv ua lwm yam los sis lwm cov kev pab kom siv tau qhov kev pab, kev ua num los sis kev pab cuam no, thov hu rau tus xov tooj hauv qab no tam sim no.

Contact: Lisa Veldran, Legislative Administrative Assisant, Common Council Office, (608) 266-4071 or lveldran@cityofmadison.com

1. **Overview of Tourism Impact on Dane County & City of Madison Economy**
2. **Return of Investment in the Greater Madison Convention & Visitors Bureau**
 - a. Metrics & Results
 - b. How Investment Funds Received
 - c. Example of Work and Accomplishments
3. **Market Considerations**
 - a. Drivers: Why people come to Madison
 - b. Role of the Madison Area Sports Commission
 - c. Competitive Assessment
4. **Room Tax Primer**
5. **What's Next?**
6. **Questions from Common Council Members**