

RECOVERY DASHBOARD

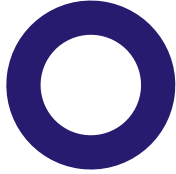
PROGRESS UPDATE - MARCH 2022*



1 Implement a creative, year-long marketing/storytelling program to inspire travel to Madison.

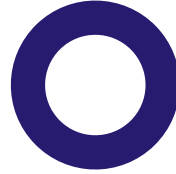
Website Pageviews

■ Goal: 1.5 Million
■ Actual: 1,767,843



Social Media Following

■ Goal: +15%
■ Actual: +20.3%



Host Travel Writers

■ Goal: 15
■ Actual: 37
■ Stretch: 35



2 Pursue aggressive sales and sports plans to ensure competitive market advantage and to invigorate the economic engine those markets provide our community.

Leads Generated

■ Goal: 100
■ Actual: 179
■ Stretch: 167



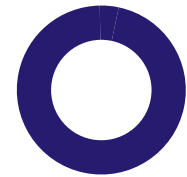
Room Nights

■ Goal: 54,000
■ Actual: 115,193
■ Stretch: 89,000



Planner Touchpoints

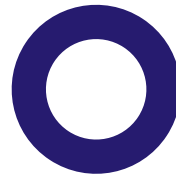
■ Goal: 2,080+
■ Actual: 2,278



3 Engage in and support Downtown's recovery and revitalization to preserve Madison's reputation as a vibrant and desirable destination.

Downtown KPIs

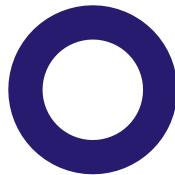
■ Goal: 1,500
■ Actual: 1,542



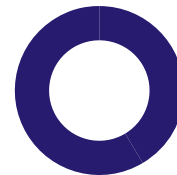
4 Create and foster connections between public entities, private partners and stakeholders to rebuild our economy.

Partner & Community Touchpoints

■ Goal: 2,300
■ Actual: 2,350

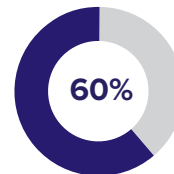


Participant Satisfaction



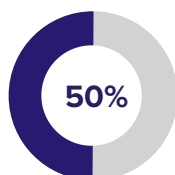
5 Elevate and embrace Diversity Equity Accessibility Inclusion (DEAI) inside and outside the organization to design and promote a welcoming environment and physical space for residents and visitors.

Develop DEAI Advancement Roadmap for DM

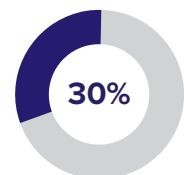


6 Propel the recovery of Madison's tourism industry by ensuring critical funding is secured for Destination Madison, and vital regional workforce is recruited and developed for hospitality partners.

City Contract in Place by Q1, 2022



Implement a Workforce Development Task Force



*Goals represent May 1, 2021 - April 30, 2022