

# RECOVERY DASHBOARD

## PROGRESS UPDATE - OCTOBER 2021\*



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

### Website Pageviews

■ Goal: 1.5 Million  
■ Actual: 1,056,739



### Social Media Following

■ Goal: +15%  
■ Actual: +4.2%



### Host Travel Writers

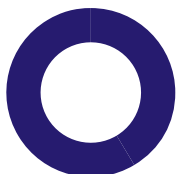
■ Goal: 15  
■ Actual: 24  
■ Stretch Goal: 35



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

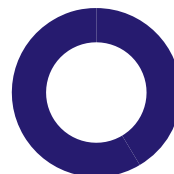
### Leads Generated

■ Goal: 100  
■ Actual: 104



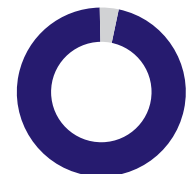
### Room Nights

■ Goal: 54,000  
■ Actual: 56,363



### Planner Touchpoints

■ Goal: 2,080+  
■ Actual: 2,002



**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: 940



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

### Partner & Community Touchpoints

■ Goal: 2,300  
■ Actual: 1,580



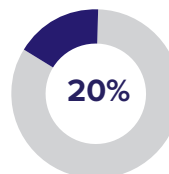
### Participant Satisfaction



**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

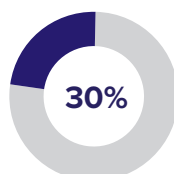
20%



**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.

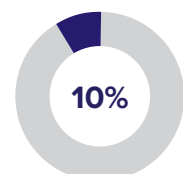
### City Contract in Place by Q1, 2022

30%



### Implement a Workforce Development Task Force

10%



\*Goals represent May 1 - April 30, 2022