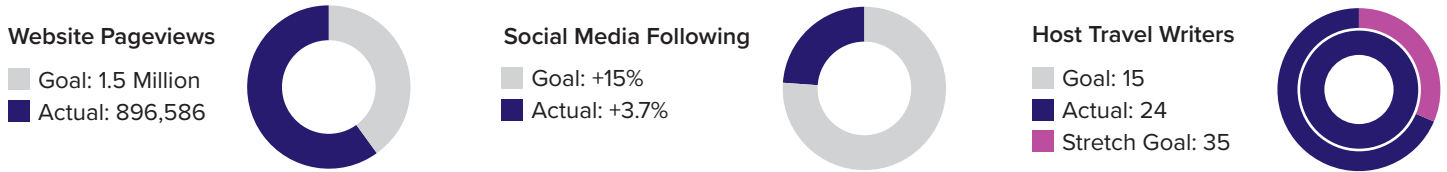


RECOVERY DASHBOARD

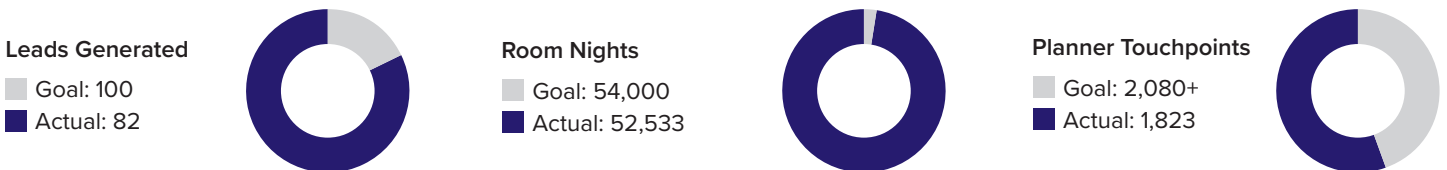
PROGRESS UPDATE – SEPTEMBER 2021*



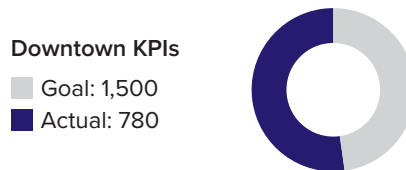
1 Implement a creative, year-long marketing/storytelling program to inspire travel to Madison.



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



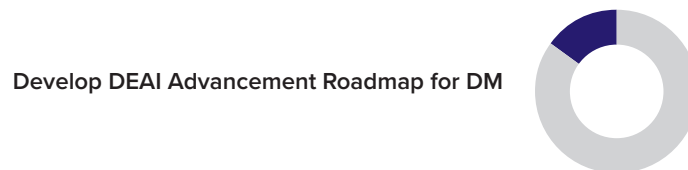
3 Engage in and support Downtown's recovery and revitalization to preserve Madison's reputation as a vibrant and desirable destination.



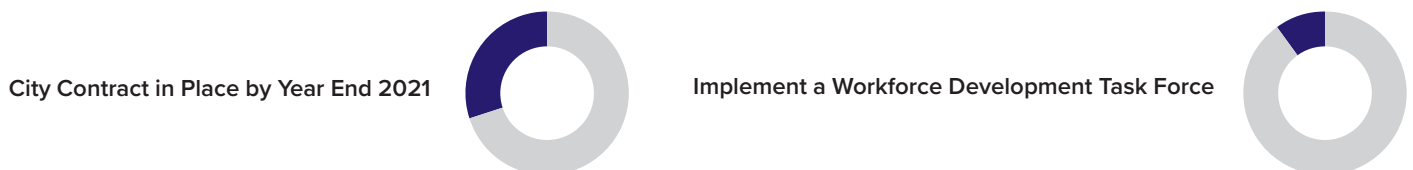
4 Create and foster connections between public entities, private partners and stakeholders to rebuild our economy.



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.



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.



*Goals represent May 1 - April 30, 2022