



## **STAKEHOLDER UPDATE :: GREATER MADISON**

Thank you for your support and participation in the Destination Visioning initiative. This note is to provide you with a brief update on progress toward developing a destination vision and key strategies for Greater Madison's future.

Since the project was launched in late January, we have conducted on-line surveys, held a workshop and met with key industry and clients individually and in groups. We have received a tremendous amount of input, and the consulting team has been reviewing various reports and research documents.

The first phase of the project is nearing completion. It has included the following steps to gather a wide spectrum of perspectives with the goal of developing a consensus on the future vision. Madison stakeholders have shown a great degree of interest in contributing to the project, and ultimately answering the key project questions of 'what do we want to accomplish together' and 'how do we deliver that vision'.

- More than 200 surveys have been completed by private- and public-sector stakeholders, clients, visitors, as well as a segment of millennial respondents.
- A workshop was conducted in February with 31 participants to review the results of the DestinationNEXT diagnostic tool that assesses the strength of Madison as a destination, as well its level of community support and engagement for tourism and conventions.
- Six panels (focus groups) were held at the end of March with clients and various stakeholder groups including representatives from hospitality organizations, government partners, marketing experts and business leaders.
- Based on the feedback from the surveys and the facilitated sessions, a draft destination vision approach has been developed, along with key destination strategies. The vision and strategies will be discussed at an upcoming sessions in mid-May with the project advisory committee as well as members from the panel groups.
- Following the mid-May meetings, the project will swing into phase two which aims to determine the role that the Greater Madison Convention and Visitors Bureau will play in delivering on various aspects of the destination vision.

Please let us know if you have any questions on how the Destination Visioning project is proceeding and we will make sure to keep you updated as the project evolves.