



MEET THE MADISON AREA SPORTS COMMISSION

*Generating economic impact
through sports tourism*



MADISON AREA
SPORTS
COMMISSION™

WHO WE ARE. WHAT WE DO.

MISSION & OBJECTIVE

The Madison Area Sports Commission (MASC) was launched in September 2010 and is dedicated to increasing visitor volume and spending by bringing sporting events and competitions to our area that drive economic impact and enhance the image of the Madison area as an inspiring sports event destination.

RESPONSIBILITIES

Attracting new sporting events and competitions to the community
Providing service and support to existing and repeat events
Supporting youth sports engagement within our communities through the MASC Youth Grant program



**\$9.4 MILLION
IN DIRECT SPENDING**



WHAT'S NEXT?

SPORTS PRODUCT DEVELOPMENT COMMITTEE

A subcommittee of the MASC Board of Directors created in 2013 the Sports Product Development Committee is to serve as a community resource, provide industry expertise and research, advocate for community partnerships, and provide a forum for Board education on issues – and opportunities - that impact sports tourism and sports venue development.

STRATEGIC OBJECTIVE: PURSUE MARKETS CONSISTENT WITH PRODUCT

- Conduct Asset Inventory
- Identify target markets
 - Assess market potential/universe
 - Identify top prospects
- Assess product gaps

IDENTIFY TARGET MARKETS

ASSET
INVENTORY



FILTERS:

- Short term
- High Yield
- Venue Match
- Low Maintenance
- History/
Connection
- Local Support
- Potential Annual



**PRIMARY MARKETS:
Actively Pursue**

**EMERGING
MARKETS:
Pursue after
additional research**

**Markets to stop
pursuing**

PRIMARY MARKET ASSESSMENT

Ranking	Sport	Notes
1	Cycling & Mountain Biking	Similar opportunities include tandem, road, recumbent, unicycling., etc.
2	Lacrosse	Regional, national
3	Gymnastics	Need more local support, facility pricing/package to be competitive
4	Baseball	Need better quality and quantity of fields
5	Bowling	State, regional, smaller national; three tournaments every eight years
6	Road/Distance/Adventure/Cross Country Running	State, regional, national; 1 event per year
7	Ultimate Frisbee	Higher yield, more field space and lights needed
8	Chess	Potential for additional national events and segments

Target market parameters: 500 or more attendees/participants, private and NGO, time of year, competitive markets (winning cities for past events), price sensitivity, local

SOURCES



Simpleview CRM is the MASC's Internal database that houses researched information on organizations, contacts and profiles of meetings and events.



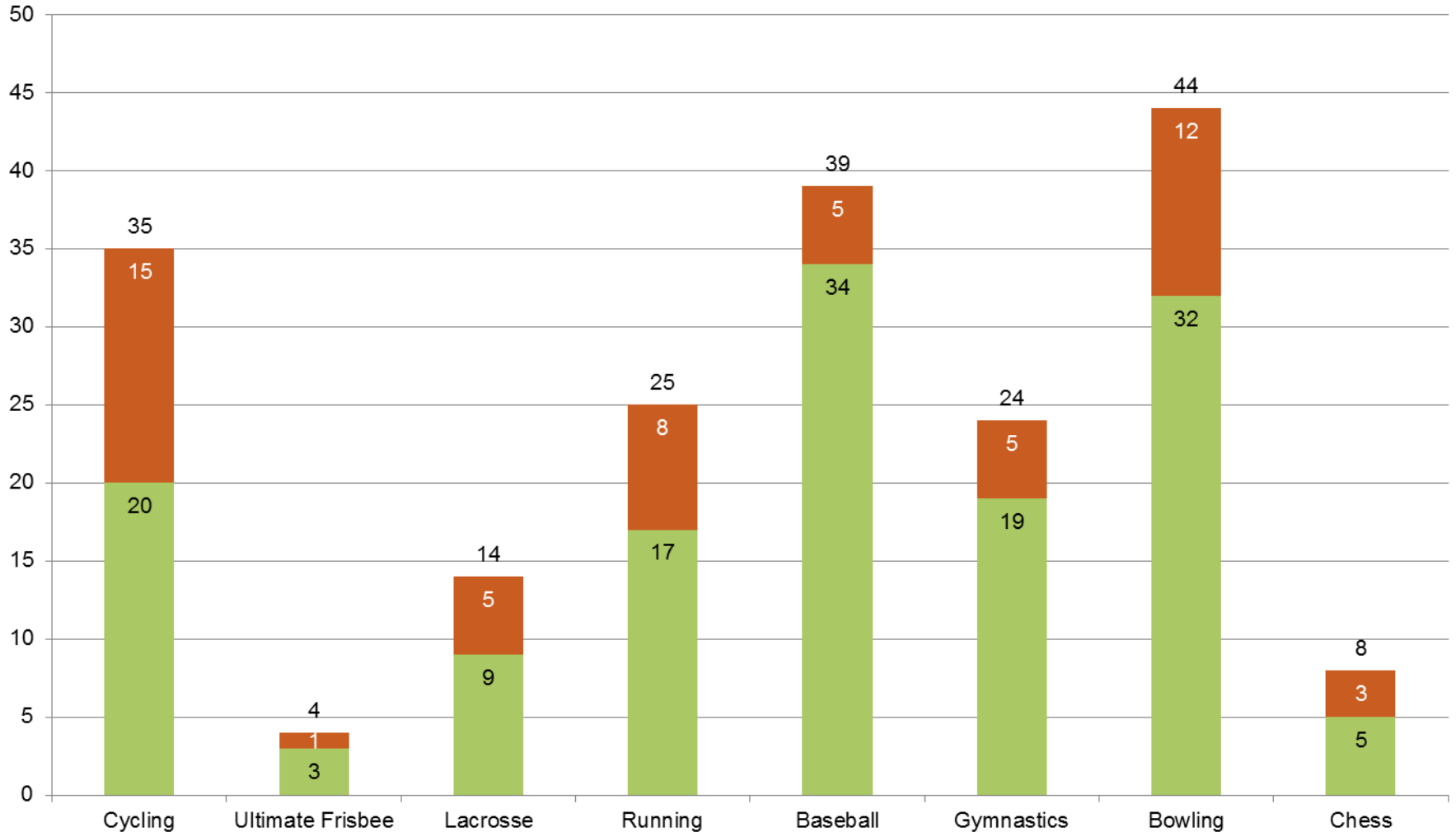
Empowermint is DMAI's online collaborative database of organizations, contacts and profiles of meetings and events. Subscribing DMOs provide details of events.



The NASC is the only association for sports event travel industry professionals. It offers event owner and event directories to members.

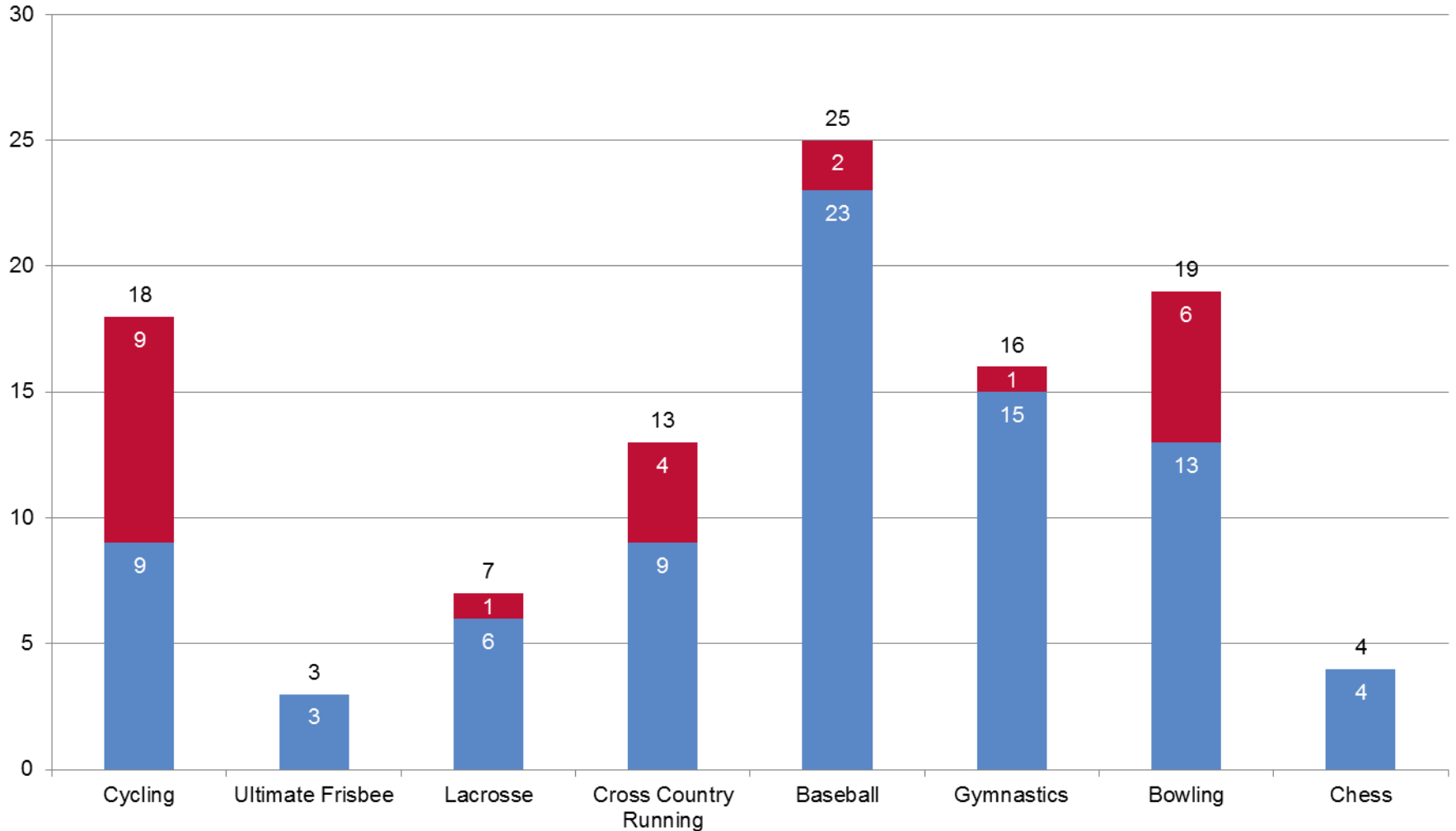
UNIVERSE OF BUSINESS: EVENTS

■ New Events ■ Existing Business



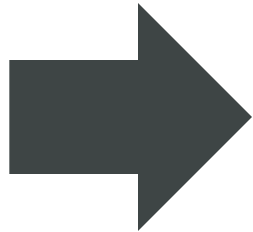
EVENTS WITH 500+ ATTENDEES

■ New Events ■ Existing Business



ASSESS PRODUCT GAPS

- What would allow higher levels of competition in Primary Markets?
- What would be needed to make an Emerging Market a Primary Market?

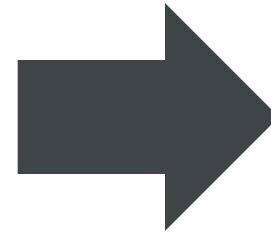


Reduced pressure for field space: field sports

Technology improvements: gaming

Better facilities: field sports, softball




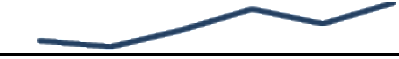
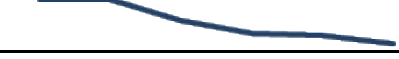
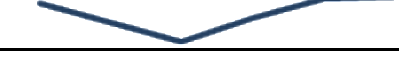

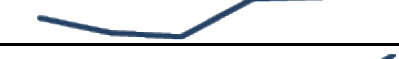

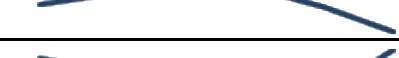




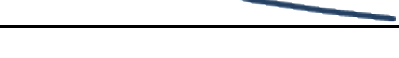
Amenities near facilities: Wrestling, martial arts





LOOKING AT THE TRENDS.

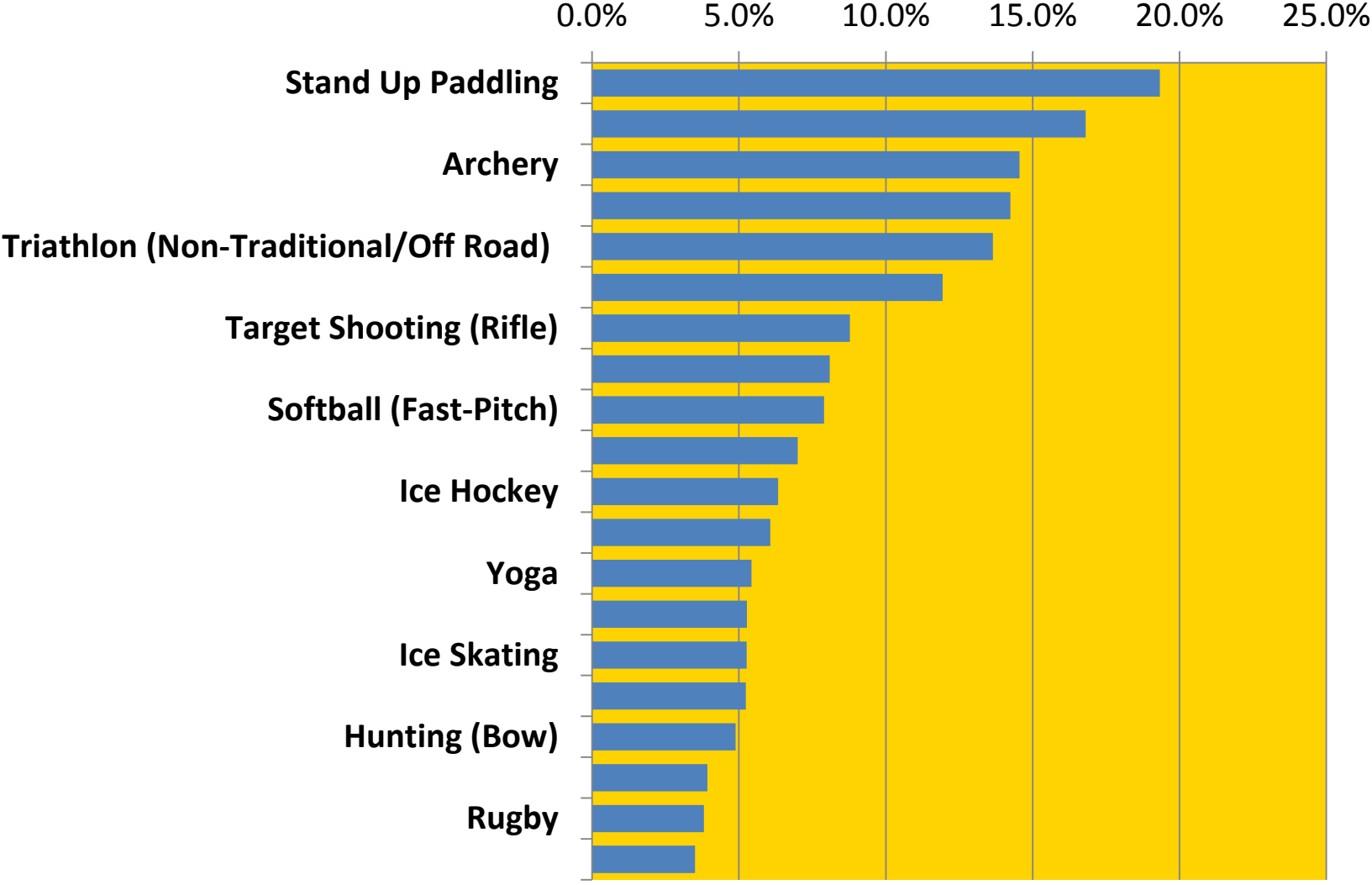
NATIONAL TEAM SPORTS TRENDS: ALL AGES

	Definition	Trend	Average 2 yr annual change	Average 3 year annual change	Average 5 yr Annual Change
Baseball	13+ times		-2.7%	-2.6%	-4.7%
Basketball	13+ times		-2.2%	-1.5%	-1.9%
Cheerleading	26+ times		2.1%	-0.3%	-3.8%
Field Hockey	8+ times		1.4%	3.4%	2.8%
Football (Tackle)	26+ times		-1.8%	-2.6%	-2.9%
Gymnastics	50+ times		5.2%	7.8%	1.0%
Ice Hockey	13+ times		6.3%	5.2%	0.2%
Lacrosse	13+ times		2.1%	10.3%	3.6%
Rugby	8+ times		3.8%	7.2%	3.3%
Soccer (Outdoor)	26+ times		-2.0%	-1.1%	-0.5%
Softball (Fast-Pitch)	26+ times		7.9%	2.4%	1.1%
Softball (Slow-Pitch)	13+ times		-3.9%	-5.9%	-5.4%
Track and Field	26+ times		1.4%	1.9%	-2.0%
Volleyball (Court)	13+ times		-2.8%	-4.1%	-1.0%
Wrestling	26+ times		-9.7%	-10.9%	-8.0%

TEAM SPORTS: 6-11 YEAR OLDS

Ages 6-11	Frequency	Average 2 yr annual change	Average 3 year annual change	Average 4 yr Annual Change
Baseball	13+ times	-1.4%	-3.5%	-4.2%
Basketball	13+ times	0.3%	-0.3%	-1.7%
Cheerleading	26+ times	3.8%	-1.0%	-2.7%
Football (Tackle)	26+ times	1.6%	-1.4%	-2.1%
Gymnastics	50+ times	9.8%	11.2%	10.7%
Ice Hockey	13+ times	18.4%	15.6%	12.5%
Lacrosse	13+ times	3.1%	11.5%	13.6%
Rugby	8+ times	57.4%	45.9%	69.4%
Soccer (Outdoor)	26+ times	-2.1%	0.5%	0.3%
Softball (Fast-Pitch)	26+ times	21.2%	16.3%	11.6%
Track and Field	26+ times	35.7%	36.4%	28.9%
Volleyball (Court)	13+ times	-2.0%	4.8%	5.4%
Wrestling	26+ times	-5.2%	-0.2%	0.2%

SPORTS UP & COMERS: ALL CATEGORIES



PARTNER WITH US.



HOW WE CAN WORK TOGETHER.

- Use local needs and national trends to guide in decision making.
- Partner with interested stakeholders including local municipalities, developers and sports clubs that serve local needs and meet venue requirements for destination sporting events.
- Set vision for higher level, new destination venues.

CONTACT US

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MADISON AREA
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THANK YOU

Madison Area Triathlon & Running Society
MAM
TRAINING