

IN A NUTSHELL...

WE ARE MADISON'S BIGGEST COMMUNITY-FOCUSED END-OF-SUMMER PARTY

Join **275,000** of your closest friends on Labor Day weekend and celebrate the Taste of Madison, held every year since 1983 on Capitol Square. This flagship event features 80+ restaurants, 25+ beverage stands, and musical stages offering FREE entertainment all weekend.

The Taste of Madison is a non-profit event relying on the help of hundreds of volunteers. This event donates over \$90,000 annually to local groups and is also responsible for over \$7 million in direct spending in our community.





ONE GOAL...BETTER OUR COMMUNITY

Taste of Madison is owned by Madison Festivals, Inc. ("MFI"), a registered 501c(3) non-profit organization. Our mission is to bring together people, businesses, and charities through world-class events. MFI was formed by the Greater Madison Convention & Visitors Bureau (Destination Madison) and was incorporated on April 5, 1993. The corporation was formed exclusively to organize and manage charitable events for the education, participation, and entertainment of the public in the area of Madison, Wisconsin.

Each event MFI produces is a non-profit event. MFI is honored to partner with numerous local charitable organizations that volunteer at our events. Net profits from the events are donated to the volunteer groups and re-invested in the events. To date, MFI has donated over \$2 million back into our community. We are proud of the community we live in and are committed to making a difference.

COMMUNITY IMPACT

In 2023, we utilized 600+ volunteers representing more than 30 local non-profit groups

In 2023, we donated more than \$76,000 to these groups

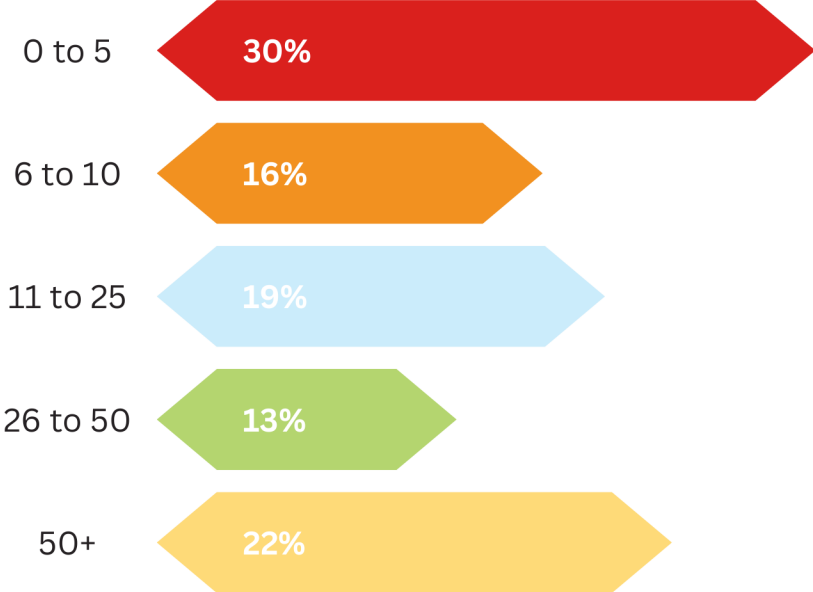
We annually donate surplus food and supplies to local pantries and shelters

Madison Festivals, Inc. has donated nearly \$2.3 million back to the community since 1995

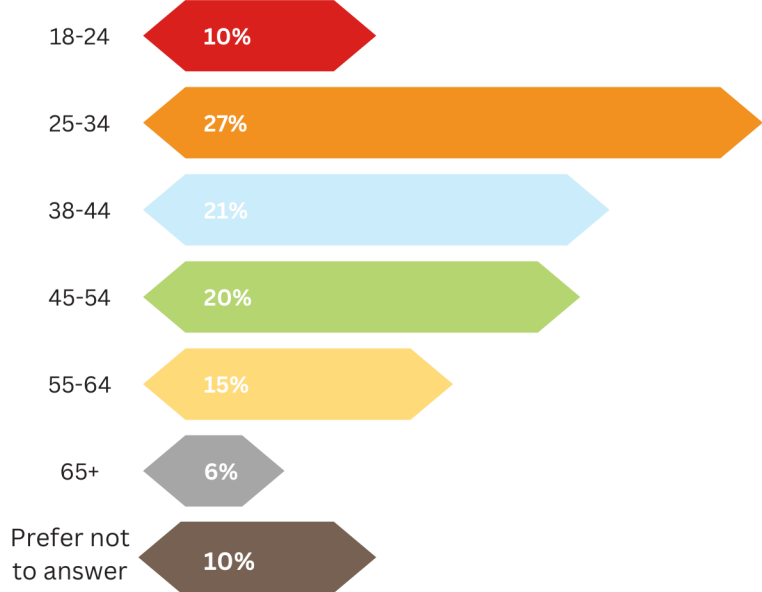


DEMOGRAPHICS

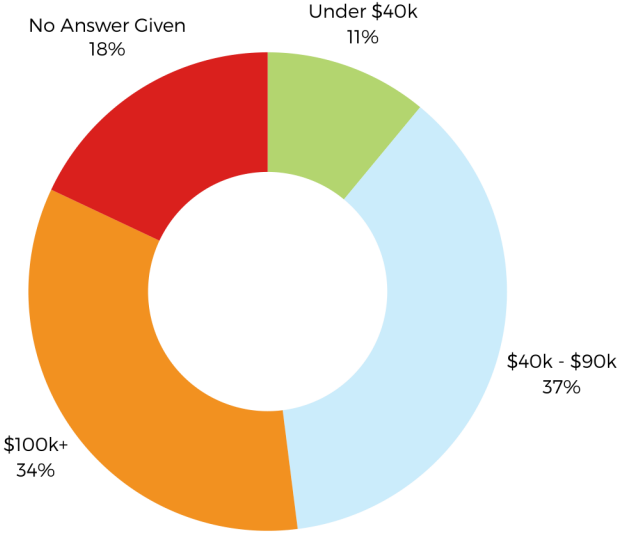
MILES TRAVELED



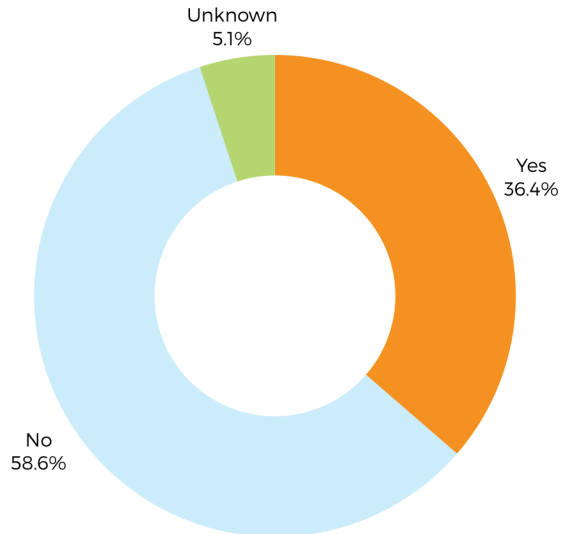
ATTENDEE AGE



HOUSEHOLD INCOME



CHILDREN UNDER 18 IN HOUSEHOLD





THEY LOVE US, THEY REALLY DO!

WE CONDUCTED A 2019 CUSTOMER
SATISFACTION SURVEY WITH THE HELP OF
SUNSEED RESEARCH

- **96%** of attendees report they are **VERY LIKELY** to return
- **33%** of local and **48%** of regional attendees indicated this was the **ONLY** Madison area event they attended that year
- **90%** were satisfied with the various food options and **94%** were satisfied with the quality
- 61% reported that Taste of Madison exceeded their expectations (**28% said it FAR EXCEEDED their expectations!**)



THANK YOU
WE LOOK FORWARD
TO PARTNERING
WITH YOU!



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