

GREATER MADISON CONVENTION & VISITORS BUREAU  
615 E. WASHINGTON AVENUE > MADISON, WI > 53703

**MEMO**

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**Date:** 8/17/2009  
**To:** City of Madison – Board of Estimates  
**From:** Deb Archer, President/CEO  
**Re:** Monona Terrace Booking Event Assistance Fund

The following shows fund activity year-to-date: January 1-July 31, 2009.

Events Approved	Status	Amount	Direct Spending***	Cost-Benefit Ratio
Midwest BLGTA College Conference – 2010	C	\$8,200	\$1,183,000	1:144
National Kidney Foundation U.S. Transplant Games – 2010	C	\$31,827	\$2,600,000	1:82
World Triathlon Corporation/Ford Ironman Wisconsin – 2010	P	\$40,000	\$3,547,800	1:87
ADSA-ASAS Midwest Section Meeting – 2011	P	\$15,000	\$800,800	1:53
Pacific Northwest National Laboratory – 2011	P	\$8,770	\$273,000	1:31
ADSA-ASAS Midwest Section Meeting – 2012	P	\$15,000	\$800,800	1:53
National Hospice and Palliative Care Organization – 2012	P	\$13,950	\$682,500	1:49
North American Victorian Studies Association – 2012	P	\$12,500	\$455,000	1:36
ADSA-ASAS Midwest Section Meeting – 2013	P	\$15,000	\$800,800	1:53
North American Association for Environmental Education – 2013	P	\$16,000	\$728,000	1:46
Society of St. Vincent De Paul – 2013	P	\$12,000	\$591,500	1:49
National Association of Campus Activities – 2015	P	\$12,000	\$455,000	1:38
National Association of Campus Activities – 2016	P	\$12,000	\$455,000	1:38
National Association of Campus Activities – 2017	P	\$12,000	\$455,000	1:38
ASTHO-NACCHO Joint Conference – 2011	P	\$27,000	\$1,210,000	1:45
WI Nurses Association – 2011	P	\$4,550	\$473,200	1:104
WI Nurses Association – 2013	P	\$4,550	\$473,200	1:104
WI Nurses Association – 2015	P	\$4,550	\$473,200	1:104
The Wildlife Society – 2013	P	\$30,000	\$1,001,000	1:33

Events Paid	Status	Amount	Direct Spending***	Cost-Benefit Ratio
Society of Wetland Scientists	C	\$15,000	\$416,000	1:28

Total amount of funds available thus far for re-appropriation** in 2009:	\$142,400
Total future commitments:	\$519,319
Total direct spending impact of outstanding commitments:	\$34,693,740
Cost-benefit ratio for outstanding commitments:	1:67

Status: C= Confirmed Event; P= Pending

\*\*Re-appropriated funds result from previously approved groups not holding their event at Monona Terrace or not qualifying for the entire amount.

\*\*\* These figures represent direct spending by convention attendees and are based on updating of industry standard, direct spending formulae developed by Destination Marketing Association International and are modified further to reflect Madison's lower-than-national-average costs. We do not publish figures that include indirect spending or multipliers.