

Q3 REPORT

Date: 10/4/2006
 To: City of Madison, Board of Estimates
 From: Meghan Costello, GMCVB
 Re: Monona Terrace Event Booking Assistance Fund – July 1, 2006 through September 30, 2006

The following is the activity for the Monona Terrace Event Booking Assistance Fund from
 July 1, 2006 – September 30, 2006

Events Approved	Status	Amount	Direct Spending***	Cost-Benefit Ratio
US-International Assn for Landscape Ecology – 2008	T	\$6,000	\$274,560	1:46
Congress for the New Urbanism – 2009	T	\$9,000	\$582,400	1:65
Society of Wetland Scientists – 2009 or 2010	T	\$15,000	\$416,000	1:28
WI Soc for Human Resources Mgmt Council – 2011	T	\$3,600	\$583,800	1:162
Total		\$33,600	\$1,856,760	1:55

Status: D = Definite, T = Tentative

Events Paid	Status	Amount	Direct Spending***	Cost-Benefit Ratio
American Society for Virology	D	\$2,440	\$346,280	1:142
National Center for Bicycling & Walking	D	\$5,802	\$582,400	1:100
Total		\$8,242	\$928,680	1:113

Status: D = Definite, T = Tentative

Total Amount of Funds Available thus far for Re-appropriation in 2006**:	\$ 60,168
Total Future Commitments:	\$216,821.27
Total Direct Spending Impact*** of Outstanding Commitments:	\$9,538,720
Cost-Benefit Ratio for Outstanding Commitments:	1:44

**Re-appropriated funds resulted 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 spending formulae developed by International Association of Convention & Visitors Bureau and are modified further to reflect Madison's lower-than-national-average costs. We do not publish figures that include indirect spending or multipliers.