

REPORT

Date: 10/28/2005
 To: City of Madison, Board of Estimates
 From: Sue Sabatke, GMCVB
 Re: Monona Terrace Event Booking Assistance – April 1, 2005- June 30, 2005

The following is the activity for the Monona Terrace Event Booking Assistance Fund from
 April 1, 2005- June 30, 2005

Events Approved:	Status	Amount	Direct Spending***	Cost-Benefit Ratio
National Center for Bicycling & Walking – 2006	T	\$6,600	\$ 582,400	1:88
Ironman Wisconsin – 2007	T	\$18,155	\$2,000,000	1:110
Assn. of Midwest Museums/Midwest Museums Conference – 2009	T	\$5,000	\$ 311,360	1:62
Society for Ecological Restoration – 2011	T	\$11,500	\$ 424,080	1:37
Estuarine Research Federation – 2011	T	\$15,000	\$ 800,800	1:53
Total		\$56,255	\$4,118,640	1:70

Status: D = Definite, T = Tentative

Events Paid:	Status	Amount	Direct Spending***	Cost-Benefit Ratio
Governor's Conference on Tourism – 2005	D	\$6,963	\$419,630	1:60
Total				

Total Amount of Funds Available thus far for Re-appropriation in 2005**:	\$54,151.47
Total Future Commitments:	\$190,795
Total Direct Spending Impact*** of Future Commitments:	\$9,934,292
Cost-Benefit Ratio for Future Commitments:	1:52

**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 We do not publish figures that include indirect spending or multipliers.