

4TH QTR REPORT

Date: 2/15/2007
 To: City of Madison, Board of Estimates
 From: Meghan Costello, GMCVB
 Re: Monona Terrace Event Booking Assistance Fund – October 1, 2006 through December 31, 2006

The following is the activity for the Monona Terrace Event Booking Assistance Fund from
 October 1, 2006 – December 31, 2006

Events Approved	Status	Amount	Direct Spending***	Cost-Benefit Ratio
National Society of Black Engineers – 2007	D	\$8,000	\$276,640	1:35
American Embryo Transfer Association – 2008	T	\$4,800	\$374,400	1:78
Association of Natural Resource Extension Professionals – 2008	T	\$7,000	\$416,000	1:59
Association of University Research Parks – 2008	T	\$9,000	\$208,000	1:23
Localization Institute – 2008	T	\$7,500	\$416,000	1:55
Midwest Association of Higher Education Facilities Officers – 2008	T	\$10,000	\$332,800	1:33
Society for Industrial Microbiology – 2008	T	\$8,000	\$499,200	1:62
American Holistic Nurses' Association – 2009	T	\$5,000	\$374,400	1:75
Disabled American Veterans – 2010	T	\$2,100	\$208,000	1:99
League of Wisconsin Municipalities – 2010	T	\$12,000	\$556,000	1:46
Society for the Study of Reproduction – 2010	T	\$11,040	\$665,600	1:60
USDA (Cooperative Research, Education & Extension Service) – 2010	T	\$12,000	\$832,000	1:69
Central Surgical Association – 2012	T	\$2,100	\$208,000	1:99
Total		\$98,540	\$5,367,040	1:54

Status: D = Definite, T = Tentative

Events Paid	Status	Amount	Direct Spending***	Cost-Benefit Ratio
No events were paid during this period				
Total				

Total Amount of Funds Available thus far for re-appropriation in 2006**:	\$109,048
Total Future Commitments:	\$295,495
Total Direct Spending Impact*** of Outstanding Commitments:	\$16,344,470
Cost-Benefit Ratio for Outstanding Commitments:	1:55

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 We do not publish figures that include indirect spending or multipliers.