MT BEA REPORT TO CITY OF MADISON BOARD OF ESTIMATES

report compiled 9/30/13 for Year To Date 2013

The following shows Monona Terrace Booking Event Assistance fund awards and re-appropriations for YTD 2013 (January 1 - September 30).

2013 Year To Date Awards (events approved for MT BEA funds in 2013 as of 9/30/13)

Group Name	Current Status	Event Dates	Event Use	Commitment: Amount Approved	Commitment: Date Approved	Commitment: Total Attendees	Commitment: Total Rooms	Commitment: Direct Spending Impact*
Best Western International - District III 2013 Annual Conf	Confirmed	2013, April 14-18	Facility Rental	$ 5,625	12-Feb-2013	350	375	$ 221,566
Cognitive Science Society - 2016 or 2017 Annual Conference	Pending	2017, July 24-30	Facility Rental	$ 26,850	12-Feb-2013	1,000	1,790	$ 925,869
Families and Schools Together - 25th Anniversary Conference	Confirmed	2013, June 24-26	Facility Rental	$ 5,625	12-Feb-2013	400	375	$ 315,446
World Triathlon Corporation - 2014 Ironman Wisconsin	Confirmed	2014, Sept 2-8	Facility Rental	$ 28,000	12-Feb-2013	30,000	6,650	$ 3,405,113
International Herpesvirus Workshop - 2016	Confirmed	2016, July 21-28	Facility Rental	$ 20,775	21-May-2013	550	1,385	$ 451,800
USA Climbing - 2015 ABS National Championships	Pending	2015, Jan 30-Feb 17	Facility Rental	$ 9,675	21-May-2013	1,500	645	$ 205,440
National Collegiate Athletic Assoc - 2015 NCAA DIII Regional Rules Conf	Pending	2015, June 22-24	Facility Rental	$ 3,200	16-Sep-2013	400	320	$ 184,192
Society for Psychophysiological Research - 2016 Annual Meeting	Pending	2016, Oct 16-23	Facility Rental	$ 13,875	16-Sep-2013	800	925	$ 705,449
			Sub-Total Awards Approved YTD 2013	**$ 113,625**		**35,000**	**12,465**	**$ 6,414,875**

Funding for events approved in 2012, but funding was re-appropriated because of event not booking

None

			Total Awards Approved YTD 2013	**$ 113,625**		**35,000**	**12,465**	**$ 6,414,875**

2013 YTD Re-appropriations (as of 9/30/13)

Group Name	Status	Event Dates	Event Use	Amount Approved	Date Approved	**Amount Re-approp	Date Re-approp	Direct Spending Impact*
Dairy Cattle Reproduction Council - 2013 Annual Meeitng	LOSS	2013, 10/31-11/1	Facility Rental	$ 6,000	13-Nov-2012	$ 6,000	2013-02-12	$ 134,284
Association for Experiential Education - International Conference	Confirmed	2012, Nov 1-3	Facility Rental	$ 15,300	10-May-2011	$ 106	2013-02-12	$ 504,140
North American Lake Management Society - International Symposium	Confirmed	2012, Nov 4-9	Facility Rental	$ 15,000	13-Nov-2009	$ 2,794	2013-02-12	$ 546,000
Association of Children's Museums - 2015 or **2016**	LOSS	2016-April 20-23	Facility Rental	$ 19,500	20-Sep-2011	$ 19,500	2013-05-21	$ 934,500
Wisconsin School Counselor Assoc - Annual Conference 2013	Confirmed	2013, Feb 18-21	Facility Rental	$ 15,000	14-Feb-2012	$ 2,876	2013-05-21	$ 1,104,400
Mary Kay Inc - 2013 Career Conference	Confirmed	2013-03-26 to 30	Facility Rental	$ 4,000	10-May-2011	$ 831	2013-05-21	$ 624,260
Wisconsin Department of Tourism - 2013 WIGCOT	Confirmed	2013, March 17-19	Facility Rental	$ 17,000	10-Jul-2012	$ 5,437	2013-05-21	$ 1,246,300
Midwest Food Processors - 2014 Annual Convention	LOSS	2014, Dec 1-5	Facility Rental	$ 11,250	8-May-2012	$ 11,250	2013-05-21	$ 652,600
Best Western International - District III 2013 Annual Conf	Confirmed	2013, April 14-18	Facility Rental	$ 5,625	12-Feb-2013	$ 1,075	2013-05-21	$ 221,566
Wisconsin Nurses Association - Annual Pharmacology & Clinical Update	Confirmed	2013-05-02 to 04	Facility Rental	$ 4,550	1-Jul-2009	$ 2,014	2013-09-16	$ 473,200
Health Physics Society - Annual Meeting	Confirmed	2013-07-06 to 11	Facility Rental	$ 31,500	29-Sep-2009	$ 5,794	2013-09-16	$ 1,452,000
Families and Schools Together - 25th Anniversary Conference	Confirmed	2013, June 24-26	Facility Rental	$ 5,625	12-Feb-2013	$ 3,419	2013-09-16	$ 315,446
			Total Re-appropriations**	**$ 150,350**		**$ 61,096**		**$ 8,208,696**

YTD 2013 Events paid out in full with no re-appropriation

Group Name	Current Status	Event Dates	Event Use	Amount Approved	Date Approved	Total Attendees	Total Rooms	Direct Spending Impact*	Amount Paid Out
American Cheese Society - Competition & Conference	Confirmed	2013-07-24 to 8-4	Facility Rental	$ 15,675	18-Dec-2009	800	1,425	$ 724,360	$ 15,675
World Triathlon Corporation - 2014 Ironman Wisconsin	Confirmed	2014, Sept 2-8	Facility Rental	$ 28,000	12-Feb-2013	30,000	6,650	$ 3,405,113	$ 28,000
			TOTALS	**$ 43,675**		**30,800**	**8,075**	**$ 4,129,473**	**$ 43,675**

*These figures represent direct spending by convention attendees and are based on updating the industry standard. Direct spending formulas developed by Destination Marketing Association International. Formulas take into account Madison's specific destination. We do not publish figures that include indirect spending or multipliers.

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