

MADISON

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GREATER MADISON CONVENTION & VISITORS BUREAU

22 E. MIFFLIN STREET, SUITE 200
MADISON, WI 53703

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MEMO

DATE: Tuesday, September 5, 2017

SUBJECT: MT BEAAC Meeting

MT BEAAC Meeting

Tuesday, September 12, 2017, > 4:00 – 5:00 PM
GMCVB Headquarters, 22 E. Mifflin Street, Suite 200

For calendar year 2017, the committee initially has \$195,000 to appropriate. After the July 18, 2017, meeting, there existed a remaining balance of \$198,090. Re-appropriations below of \$26,475, leaves the committee with available funds of \$224,565 to consider and appropriate at this meeting. There are four new items on the agenda totaling \$74,260, which will leave a remaining balance of \$150,305 in the fund.

The following is information on year to date funds available for re-appropriating at this 9/12/17 meeting. These re-appropriations result from a previously approved event not held at Monona Terrace or not qualifying for the entire amount.

Group & Event Name	Event Dates	Amount	Date Approved	Reason
American Society for Virology – 2017 Annual Meeting	2017, Jun 22-28	\$7,125	2/14/12	Client could not receive more than the final rental Booking Charges Total.
National Garden Clubs – 2020 National Convention	2020, May 11-17	\$19,350	7/18/17	Lost Opportunity. Client selected Potawatomi in Milwaukee; closer to where she is located.

Total to Re-appropriate at this meeting \$26,475

Fund Requests for this meeting – September 12, 2017

Group & Event Name	Event Dates	Amount	Use	Attendance	Room Nights	Direct Spending
EcoAdapt – 2019 National Adaptation Forum	2019, Apr 22-26	\$21,000	Facility Rental	1,100	1,500	\$713,116
World Triathlon Corp. – 2019 Ironman Wisconsin	2019, Sept 3-9	\$30,000	Facility Rental	30,000	5,250	Est. \$3,100,000
American Culinary Federation – 2019 Chef Connect West/Central Conference	2019, Feb 22-26	\$13,260	Facility Rental	400	884	\$13,260
US Dept. of Veterans Affairs – 2020 Golden Age Games	2020, June 1-8	\$10,000	Facility Rental	1,200	4,955	\$1,544,443
<u>Total Requests for this meeting</u>		<u>\$74,260</u>		<u>32,700</u>	<u>12,589</u>	<u>\$5,370,819</u>