

MT BEA REPORT TO CITY OF MADISON BOARD OF ESTIMATES

report compiled 3/11/14 for Year End 2013

The following shows Monona Terrace Booking Event Assistance fund awards and re-appropriations for YE 2013 (January 1 - December 31).

2013 Year End Awards (events approved for MT BEA funds in 2013 as of 12/31/13)

Group Name	Current			Amount	Date	Commitment		Direct Spending Impact*
	Status	Event Dates	Event Use	Approved	Approved	Total Attendees	Total Rooms	
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 Con	Pending	2015, June 22-24	Facility Rental	\$ 3,200	16-Sep-2013	400	320	\$ 184,192
Association of Wisconsin School Administrators - QE 2017	Confirmed	2017, June 20-23	Facility Rental	\$ 7,000	3-Dec-2013	700	323	\$ 455,000
Federation of Genealogical Societies - 2019 Annual Convention	Pending	2019, Aug 28-31	Facility Rental	\$ 30,000	3-Dec-2013	1,500	2,000	\$ 1,340,589
International Association of Women Police - 2016 IAWP Intl Conference	Pending	2016, Oct 15-20	Facility Rental	\$ 30,000	3-Dec-2013	700	2,000	\$ 702,800
North American Lake Management Assoc. - 2018 Intl Symposium	Pending	2018, Nov 5-10	Facility Rental	\$ 12,400	3-Dec-2013	500	830	\$ 634,712
Wisconsin Nurses Association - Annual Pharmacology & Clinical Update	Pending	2017, May 4-6	Facility Rental	\$ 4,500	3-Dec-2013	500	300	\$ 283,116
World Triathlon Corp - 2015 Ironman Wisconsin	Confirmed	2015, Sept 9-14	Facility Rental	\$ 30,000	3-Dec-2013	30,000	5,950	\$ 3,359,200
Sub-Total Awards Approved YTD 2013				\$ 213,650		68,100	22,943	\$ 12,484,843

Funding for events approved in 2013, but funding was re-appropriated because of event not booking

Society for Psychophysiological Research - 2016 Annual Meeting	LOSS	2016, Oct 16-23	Facility Rental	\$ 13,875	16-Sep-2013	800	925	\$ 705,449
Total Awards Approved YTD 2013				\$ 227,525		68,900	23,868	\$ 13,190,292

2013 Year End Re-appropriations (as of 12/31/13)

Group Name	Status	Event Dates	Event Use	Amount	Date	**Amount	Date	Direct Spending
				Approved	Approved	Re-approp	Re-approp	Impact*
Dairy Cattle Reproduction Council - 2013 Annual Meeting	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
Society for Ecological Restoration - Annual International Conference	Confirmed	2013-10-05 to 11	Facility Rental	\$ 28,500	10-May-2011	\$ 124	2013-12-03	\$ 1,174,680
Society for Psychophysiological Research - 2016 Annual Meeting	LOSS	2016, Oct 16-23	Facility Rental	\$ 13,875	16-Sep-2013	\$ 13,875	2013-12-03	\$ 705,449
Total Re-appropriations**				\$ 192,725		\$ 75,095		\$ 10,088,825

Year End 2013 Events paid out in full with no re-appropriation

Group Name	Current			Amount	Date	Total	Total	Direct Spending	Amount
	Status	Event Dates	Event Use	Approved	Approved	Attendees	Rooms	Impact*	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.