

GMCVB REPORT TO CITY OF MADISON BOARD OF ESTIMATES

Tuesday, 22 March 2010

The following shows Monona Terrace Booking Event Assistance fund activity for 2009 (01 January to 31 December).

Group Name	Status	Status Date	Event Dates	Event Use	Amount		Date Approved	Date	EEL
					Approved	Approved			
American Society of Animal Science - ADSA-ASAS Midwest Section Meeting	Loss	2009-09-04	2011-03-13 to 16	Facility Rental	\$ 15,000	\$ 15,000	2009-03-30	2009-03-30	\$ 910,000.00
American Society of Animal Science - ADSA-ASAS Midwest Section Meeting	Loss	2009-09-04	2012-03-18 to 21	Facility Rental	\$ 15,000	\$ 15,000	2009-03-30	2009-03-30	\$ 910,000.00
American Society of Animal Science - ADSA-ASAS Midwest Section Meeting	Loss	2009-09-04	2013-03-17 to 20	Facility Rental	\$ 15,000	\$ 15,000	2009-03-30	2009-03-30	\$ 910,000.00
Athletic Equipment Managers Association - Annual Convention	Loss	2009-05-12	2013-06-03 to 07	Facility Rental	\$ 19,800	\$ 19,800	2009-03-30	2009-03-30	\$ 546,000.00
Midwest B.L.G.T.A. - College Conference	Confirmed	2009-03-13	2010-02-19 to 21	Facility Rental	\$ 8,200	\$ 8,200	2009-03-30	2009-03-30	\$ 1,183,000.00
National Association for Campus Activities - Northern Plains Regional Convention	Pending	2009-02-20	2015-04-15 to 19	Facility Rental	\$ 12,000	\$ 12,000	2009-03-30	2009-03-30	\$ 455,000.00
National Association for Campus Activities - Northern Plains Regional Convention	Pending	2009-02-20	2016-04-06 to 10	Facility Rental	\$ 12,000	\$ 12,000	2009-03-30	2009-03-30	\$ 455,000.00
National Association for Campus Activities - Northern Plains Regional Convention	Pending	2009-02-20	2017-04-05 to 09	Facility Rental	\$ 12,000	\$ 12,000	2009-03-30	2009-03-30	\$ 455,000.00
National Hospice & Palliative Care Organization - Specifications for Special Topic Conference	Loss	2009-11-05	2012-07-12 to 18	Facility Rental	\$ 13,950	\$ 13,950	2009-03-30	2009-03-30	\$ 682,500.00
National Kidney Foundation - US Transplant Games	Confirmed	2009-01-06	2010-07-24 to 08-05	Facility Rental	\$ 31,827	\$ 31,827	2009-03-30	2009-03-30	\$ 2,557,100.00
North American Association for Environmental Education - Annual Conference	Pending	2009-03-31	2013-10-06 to 13	Facility Rental	\$ 16,000	\$ 16,000	2009-03-30	2009-03-30	\$ 819,000.00
North American Victorian Studies Association - Annual Convention	Confirmed	2009-11-25	2012-10-19 to 21	Facility Rental	\$ 12,500	\$ 12,500	2009-03-30	2009-03-30	\$ 55,000.00
Pacific Northwest National Laboratory - Team Meeting	Loss	2009-09-02	2011-03-13 to 18	Facility Rental	\$ 8,770	\$ 8,770	2009-03-30	2009-03-30	\$ 273,000.00
Society of St. Vincent De Paul - National Meeting	Pending	2009-01-21	2013-09-09 to 14	Facility Rental	\$ 12,000	\$ 12,000	2009-03-30	2009-03-30	\$ 591,500.00
World Triathlon Corporation - Ford Ironman Wisconsin	Confirmed	2009-09-23	2010-09-07 to 13	Facility Rental	\$ 40,000	\$ 40,000	2009-03-30	2009-03-30	\$ -
ASTHO-NACCHO - Joint Conference	Loss	2009-10-21	2011-07-10 to 15	Facility Rental	\$ 27,000	\$ 27,000	2009-07-01	2009-07-01	\$ 1,210,000.00
Wildlife Society - Annual Conference	Loss	2009-09-29	2013-10-04 to 11	Facility Rental	\$ 30,000	\$ 30,000	2009-07-01	2009-07-01	\$ 1,001,000.00
Wisconsin Nurses Association - Annual Pharmacology & Clinical Update	Confirmed	2009-12-14	2011-04-14 to 16	Facility Rental	\$ 4,550	\$ 4,550	2009-07-01	2009-07-01	\$ 473,200.00
Wisconsin Nurses Association - Annual Pharmacology & Clinical Update	Confirmed	2009-12-14	2013-05-02 to 04	Facility Rental	\$ 4,550	\$ 4,550	2009-07-01	2009-07-01	\$ 473,200.00
Wisconsin Nurses Association - Annual Pharmacology & Clinical Update	Confirmed	2009-12-14	2015-04-30 to 05-02	Facility Rental	\$ 4,550	\$ 4,550	2009-07-01	2009-07-01	\$ 473,200.00
American Cheese Society - Competition & Conference	Loss	2009-10-26	2012-09-12 to 24	Facility Rental	\$ 21,675	\$ 21,675	2009-09-29	2009-09-29	\$ 609,700.00
Health Physics Society - Annual Meeting	Pending	2009-09-15	2013-07-06 to 11	Facility Rental	\$ 31,500	\$ 31,500	2009-09-29	2009-09-29	\$ 1,452,000.00
Midwest Sociological Society - Annual Meeting	Loss	2009-10-22	2014-03-19 to 23	Facility Rental	\$ 2,721	\$ 2,721	2009-09-29	2009-09-29	\$ 546,000.00
Society for Industrial Microbiology - Symposium on Biotechnology	Loss	2010-02-11	2012-04-20 to 26	Facility Rental	\$ 13,250	\$ 13,250	2009-09-29	2009-09-29	\$ 665,500.00
Association for the Advancement of Artificial Intelligence - National Conference	Loss	2010-02-08	2012-07-06 to 12	Facility Rental	\$ 21,900	\$ 21,900	2009-11-13	2009-11-13	\$ 591,500.00
Athletic Equipment Managers Association - Annual Convention	Loss	2009-12-10	2014-06-02 to 06	Facility Rental	\$ 19,800	\$ 19,800	2009-11-13	2009-11-13	\$ 546,000.00
Democratic Party of Wisconsin - State Convention	Confirmed	2009-12-18	2010-06-11 to 12	Facility Rental	\$ 15,600	\$ 15,600	2009-11-13	2009-11-13	\$ 1,183,000.00
North American Lake Management Society - International Symposium	Pending	2009-10-30	2012-11-05 to 10	Facility Rental	\$ 15,000	\$ 15,000	2009-11-13	2009-11-13	\$ 546,000.00
Society of St. Vincent De Paul - National Meeting	Pending	2009-01-21	2013-09-09 to 14	Facility Rental	\$ 22,344	\$ 22,344	2009-11-13	2009-11-13	\$ 591,500.00
American Cheese Society - Competition & Conference	Pending	2009-10-26	2013-07-17 to 27	Facility Rental	\$ 15,675	\$ 15,675	2009-12-18	2009-12-18	\$ 591,500.00
Athletic Equipment Managers Association - Annual Convention	Pending	2009-11-30	2015-06-01 to 05	Facility Rental	\$ 19,800	\$ 19,800	2009-12-18	2009-12-18	\$ 546,000.00

Total future commitments : \$ 513,962
 Total direct spending impact of outstanding commitments : \$ 22,301,400

***Re-appropriated funds result 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 updating the industry standard, direct spending formulae developed by Destination Marketing Association International and are modified further to reflect Madison's lower-than national-average costs. We do not publish figures that include indirect spending or multipliers.