

# MT BEA REPORT TO CITY OF MADISON BOARD OF ESTIMATES

report compiled 2/6/13 for Year-end 2012

The following shows Monona Terrace Booking Event Assistance fund awards and re-appropriations for 2012 (January 1 - December 31).

## 2012 Year-End Awards (events approved for MT BEA funds in 2012)

Group Name	Current Status	Event Dates	Event Use	Amount Approved	Date Approved	Commitment		
						Total Attendees	Total Rooms	Direct Spending Impact*
American Society for Virology - 36th Annual Meeting (2017)	Confirmed	2017, June 22-28	Facility Rental	\$ 24,000	14-Feb-2012	1,700	4,705	\$ 1,706,800
U.S. Academic Decathlon - 2017 National Competition	Confirmed	2017, April 16-24	Facility Rental	\$ 15,000	14-Feb-2012	650	1,010	\$ 461,840
Wisconsin School Counselor Assoc - Annual Conference 2013	Confirmed	2013, Feb 18-21	Facility Rental	\$ 15,000	14-Feb-2012	1,200	1,000	\$ 1,104,400
Wisconsin School Counselor Assoc - Annual Conference 2014	Confirmed	2014, Feb 17-20	Facility Rental	\$ 15,000	14-Feb-2012	1,200	1,000	\$ 1,104,400
Wisconsin Water Assoc - Annual Mtg & Water Utility Expo 2018	Confirmed	2018, Sept 11-14	Facility Rental	\$ 6,000	14-Feb-2012	500	400	\$ 371,480
Wisconsin Water Assoc - Annual Mtg & Water Utility Expo 2019	Confirmed	2019, Sept 10-13	Facility Rental	\$ 6,000	14-Feb-2012	500	400	\$ 391,269
World Triathlon Corp. - Ford Ironman Wisconsin 2013	Confirmed	2013, Sept 3-9	Facility Rental	\$ 30,000	14-Feb-2012	30,000	6,650	\$ 2,868,600
American Culinary Federation - 2014 Regional Conference	Pending	2014, April 11-15	Facility Rental	\$ 11,850	8-May-2012	400	790	\$ 401,600
Mary Kay Inc - 2014 Career Conference	Confirmed	2014, Mar 20-22	Facility Rental	\$ 4,000	8-May-2012	2,000	379	\$ 624,260
Midwest Food Processors - 2014 Annual Convention	Pending	2014, Dec 1-5	Facility Rental	\$ 11,250	8-May-2012	650	750	\$ 652,600
Midwest Food Processors - 2015 Annual Convention	Pending	2015, Nov 30-Dec 3	Facility Rental	\$ 11,250	8-May-2012	650	750	\$ 652,600
Society of American Foresters - 2015, 2016 OR 2017 Natl Conv	Pending	Oct.2015, 2016 OR 2017	Facility Rental	\$ 39,000	8-May-2012	1,300	2,600	\$ 1,328,259
Wisconsin Water Assoc - Annual Mtg & Water Utility Expo 2020	Confirmed	2020, Sept 15-18	Facility Rental	\$ 6,000	8-May-2012	500	400	\$ 398,356
Wisconsin Department of Tourism - 2013 WIGCOT	Confirmed	2013, March 17-19	Facility Rental	\$ 17,000	10-Jul-2012	1,200	1,600	\$ 1,246,300
Matrix Center (The) - WPC 15	Pending	2014, Mar 25-29	Facility Rental	\$ 18,375	11-Sep-2012	2,000	1,225	\$ 797,294
National Academic Advising Assoc. - Region V Conference	Confirmed	2014, Mar 5-7	Facility Rental	\$ 5,000	11-Sep-2012	300	350	\$ 163,603
WI Assoc for College Admission Counseling - 2014 Midwest Conf.	Pending	2014, May 18-20	Facility Rental	\$ 3,000	13-Nov-2012	500	400	\$ 364,000
Wisconsin School Counselor Assoc - Annual Conference 2015	Confirmed	2015, Feb 16-19	Facility Rental	\$ 15,000	13-Nov-2012	1,200	1,000	\$ 563,646
Wisconsin School Counselor Assoc - Annual Conference 2016	Confirmed	2016, Feb 15-18	Facility Rental	\$ 15,000	13-Nov-2012	1,200	1,000	\$ 576,796
Wisconsin School Counselor Assoc - Annual Conference 2017	Confirmed	2017, Feb 20-23	Facility Rental	\$ 15,000	13-Nov-2012	1,200	1,000	\$ 590,268
<b>Sub-Total Awards Approved in 2012</b>				<b>\$ 282,725</b>		<b>48,850</b>	<b>27,409</b>	<b>\$ 16,368,371</b>
<b>Funding for events approved in 2012, but funding was re-appropriated because of event not booking</b>								
Dairy Cattle Reproduction Council - 2013 Annual Meeting	LOSS	2013, 10/31-11/1	Facility Rental	\$ 6,000	13-Nov-2012	250	500	\$ 134,284
Society for Industrial Microbiology & Biotech - 2014 Annual Meeting	LOSS	2014, July	Facility Rental	\$ 20,775	10-Jul-2012	700	1,385	\$ 867,750
International Institute for Sustainable Laboratories - Labs21 Conf	LOSS	2013, Oct 13-17	Facility Rental	\$ 12,000	14-Feb-2012	700	900	\$ 502,000
Autism Society of Wisconsin - Annual State Conf 2016	LOSS	2016, 3/31-4/2	Facility Rental	\$ 7,000	8-May-2012	600	470	\$ 401,600
Sub-Total from Lost Opportunities				\$ 45,775		2,250	3,255	\$ 1,905,634
<b>Total Awards Approved in 2012</b>				<b>\$ 328,500</b>		<b>51,100</b>	<b>30,664</b>	<b>\$ 18,274,005</b>

## 2012 Year-End Re-appropriations

Group Name	Status	Event Dates	Event Use	Amount Approved	Date Approved	**Amount Re-approp	Date Re-approp	Direct Spending Impact*
American Society of Agronomy	LOSS	2015-July 19-25	Facility Rental	\$ 22,125	20-Sep-2011	\$ 22,125	2012-05-08	\$ 502,000
Association of Midwest Museums - Annual Conference 2013	LOSS for MT	2013, July 14-18	Facility Rental	\$ 7,244	14-Dec-2011	\$ 7,244	2012-05-08	\$ 311,240
General Dynamics 2012 NanoTechnology for Defense Conf.	LOSS	2012-Nov 8-16	Facility Rental	\$ 12,525	20-Sep-2011	\$ 12,525	2012-05-08	\$ 371,480
International Institute for Sustainable Laboratories - Labs21 Conf	LOSS	2013, Oct 13-17	Facility Rental	\$ 12,000	14-Feb-2012	\$ 12,000	2012-05-08	\$ 502,000
Wisconsin School Counselor Assoc. - 2012 Annual Conference	Confirmed	2012, Feb. 21-24	Facility Rental	\$ 15,000	14-Dec-2011	\$ 3,794	2012-05-08	\$ 963,840
Wisconsin Society of Science Teachers - Annual Convention	Confirmed	2012, March 7-12	Facility Rental	\$ 5,000	22-Oct-2008	\$ 2,415	2012-05-08	\$ 591,500

Alpha Kappa Alpha - Conference	Confirmed	2012-April 11-15	Facility Rental	\$ 24,000	16-Dec-2010	\$ 1,747	2012-07-10	\$ 992,200
Douglas Stewart Company - Computer & Electronics Show	Confirmed	2012-04-17 to 18	Facility Rental	\$ 7,500	22-Oct-2008	\$ 7,500	2012-07-10	\$ 374,400
Wisconsin Dental Association - InSession 2012	Confirmed	2012-05-09 to 11	Facility Rental	\$ 7,000	22-Oct-2008	\$ 3,141	2012-07-10	\$ 968,000
American Fisheries Society - International Congress	Confirmed	2012-07-15 to 20	Facility Rental	\$ 8,400	22-Oct-2008	\$ 4,153	2012-09-11	\$ 728,000
American Society for Virology - Annual Meeting	Confirmed	2012-07-20 to 25	Facility Rental	\$ 9,000	25-Oct-2005	\$ 324	2012-09-11	\$ 582,400
Mathematical Association of America - Math Fest	Confirmed	2012-07-30 to 08-04	Facility Rental	\$ 12,000	17-Apr-2007	\$ 2,273	2012-09-11	\$ 455,000
Natl Assoc of Resource Conservation & Dev. Councils - Natl Conf.	Confirmed	2012-June 8-15	Facility Rental	\$ 25,000	13-Nov-2009	\$ 5,602	2012-09-11	\$ 819,000
Society for Industrial Microbiology & Biotech - 2014 Annual Meeting	LOSS	2014, July	Facility Rental	\$ 20,775	10-Jul-2012	\$ 20,775	2012-09-11	\$ 867,750
Autism Society of Wisconsin - Annual State Conf 2016	LOSS	2016, Mar 31-Apr 2	Facility Rental	\$ 7,000	8-May-2012	\$ 7,000	2012-11-13	\$ 401,600
National Weather Association - Annual Meeting	Confirmed	2012, Oct 6-11	Facility Rental	\$ 6,500	18-May-2010	\$ 326	2012-11-13	\$ 318,500
North American Victorian Studies Association - Annual Convention	Confirmed	2012, Sept 27-30	Facility Rental	\$ 12,500	30-Mar-2009	\$ 2,987	2012-11-13	\$ 455,000
<b>Total Re-appropriations**</b>				<b>\$ 213,569</b>		<b>\$ 115,931</b>		<b>\$ 10,203,910</b>

### 2012 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
Biodynamic Farming & Gardening Assoc. - 2012 Annual Conference	Confirmed	2012, Nov 14-18	Facility Rental	\$ 8,100	14-Dec-2011	500	540	\$ 401,600	\$ 8,100
Central Surgical Association - Annual Meeting	Confirmed	2012-02-28 to 03-03	Facility Rental	\$ 2,100	21-Dec-2006	175	350	\$ 145,600	\$ 2,100
American Society for Environmental History - Biennial Conference	Confirmed	2012-03-27 to 04-01	Facility Rental	\$ 8,000	22-Oct-2008	400	800	\$ 364,000	\$ 8,000
World Triathlon Corporation - Ford Ironman Wisconsin	Confirmed	2012-09-04 to 11	Facility Rental	\$ 35,000	8-Feb-2011	30,000	7,580	\$ 2,952,651	\$ 35,000
<b>Total Re-appropriations**</b>				<b>\$ 53,200</b>		<b>31,075</b>	<b>9,270</b>	<b>\$ 3,863,851</b>	<b>\$ 53,200</b>

\*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.

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