

# Q2 REPORT

Date: 10/4/2006  
 To: City of Madison, Board of Estimates  
 From: Meghan Costello, GMCVB  
 Re: Monona Terrace Event Booking Assistance Fund – April 1, 2006 through June 30, 2006

The following is the activity for the Monona Terrace Event Booking Assistance Fund from  
 April 1, 2006 – June 30, 2006

Events Approved	Status	Amount	Direct Spending***	Cost-Benefit Ratio
National Conference of State Legislatures – 2007	T	\$1,600	\$109,200	1:68
American Forest Foundation – 2007	T	\$4,200	\$327,600	1:78
North American Farmers' Direct Marketing Assn – 2008	T	\$6,900	\$582,400	1:84
Professional Dairy Heifer Growers Assn – 2008 or 2009	T	\$2,700	\$269,360	1:100
National Association of Local Boards of Health – 2008	T	\$10,000	\$364,000	1:36
Society of Environmental Journalists – 2008 or 2009	T	\$6,400	\$436,800	1:68
<b>Total</b>		<b>\$31,800</b>	<b>\$2,089,360</b>	<b>1:66</b>

Status: D = Definite, T = Tentative

Events Paid	Status	Amount	Direct Spending***	Cost-Benefit Ratio
No events were paid during this period				
<b>Total</b>				

Status: D = Definite, T = Tentative

Total Amount of Funds Available thus far for Re-appropriation in 2006**:	\$ 33,000
Total Future Commitments:	\$218,631.27
Total Direct Spending Impact*** of Outstanding Commitments:	\$10,263,900
Cost-Benefit Ratio for Outstanding Commitments:	1:47

\*\*Re-appropriated funds resulted 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 spending formulae developed by International Association of Convention & Visitors Bureau and are modified further to reflect Madison's lower-than-national-average costs. We do not publish figures that include indirect spending or multipliers.