

MT BEA REPORT TO CITY OF MADISON BOARD OF ESTIMATES

Monday, 30 August 2010

The following shows Monona Terrace Booking Event Assistance fund awards and re-appropriations for 2010 (01 January to 18 August).*

YEAR TO DATE AWARDS

Group Name	Status	Event Dates	Event Use	Amount		Date		Commitment		Direct Spending Impact
				Approved	Re-approved	Approved	Re-approved	Total Attendees	Total Rooms	
New Media Consortium - Summer Conference	Confirmed	2011-06-11 to 18	Facility Rental	\$ 13,500		2010-02-09		500	900	\$ 605,000
North American Association for Environmental Education - Annual Conference	Pending	2013-10-06 to 13	Facility Rental	\$ 8,000		2010-02-09		900	1,862	\$ 819,000
Society of American Foresters - Annual National Convention	Loss	2013-11-03 to 11	Facility Rental	\$ 40,500		2010-02-09		1,400	2,800	\$ 1,452,000
Society of St. Vincent De Paul - National Meeting	Confirmed	2013-09-09 to 14	Facility Rental	\$ 22,344		2010-02-09		650	800	\$ 591,500
World Triathlon Corporation - Ford Ironman Wisconsin	Pending	2011-09-06 to 12	Facility Rental	\$ 40,000		2010-02-09		30,000	5,650	\$ 3,547,800
General Dynamics - Nat'l Space & Missile Materials Symposium	Pending	2011-06-27 to 07-01	Facility Rental	\$ 20,175		2010-05-18		450	1,245	\$ 409,500
National Weather Association - Annual Meeting	Confirmed	2012-10-12 to 18	Facility Rental	\$ 1,000		2010-05-18		350	1,000	\$ 318,500
US Environmental Protection Agency - Innovation Symposium	Confirmed	2012-10-12 to 18	Facility Rental	\$ 6,500		2010-05-18		350	1,000	\$ 318,500
US Small Business Administration - Innovation Research Convention	Pending	2010-10-31 to 11-05	Facility Rental	\$ 9,000		2010-05-18		700	1,125	\$ 637,000
	Confirmed	2011-04-08 to 13	Facility Rental	\$ 8,000		2010-05-18		600	875	\$ 546,000
TOTAL AWARDS				\$ 169,019				35,900	17,257	\$ 7,792,800

YEAR TO DATE RE-APPROPRIATIONS

Group Name	Status	Event Dates	Event Use	Amount		Date		Amount Re-approved	Date Re-approved
				Approved	Re-approved	Approved	Re-approved		
Association for the Advancement of Artificial Intelligence - National Conference	Loss	2012-07-06 to 12	Facility Rental	\$ 21,900		2009-11-13		\$ 21,900	2010-02-09
Federation of Analytical Chemistry & Spectroscopy Societies - Annual Conference	Loss	2013-10-18 to 26	Facility Rental	\$ 25,595				\$ 25,595	2010-02-09
Society for Industrial Microbiology - Symposium on Biotechnology	Loss	2012-04-20 to 26	Facility Rental	\$ 13,250		2009-09-29		\$ 13,250	2010-05-18
Society of American Foresters - Annual National Convention	Loss	2013-11-03 to 11	Facility Rental	\$ 40,500		2010-02-09		\$ 40,500	2010-09-13
Central States Water Environment Association - Annual Meeting	Confirmed	2010-05-10 to 14	Facility Rental	\$ 3,000		2007-10-15		\$ 821	2010-09-13
Douglas Stewart Company - Computer & Electronics Show	Confirmed	2010-06-08 to 11	Facility Rental	\$ 7,500		2008-10-22		\$ 1,771	2010-09-13
USDA Cooperative Research, Education and Extension Service - Administrative Officer Meeting	Confirmed	2010-05-15 to 20	Facility Rental	\$ 12,000		2006-10-24		\$ 1,611	2010-09-13
TOTAL RE-APPROPRIATIONS**				\$ 123,745				\$ 109,448	

Total future commitments from events approved in 2010 : \$ 169,019

Total re-appropriations from events in 2010 : \$ 109,448

Total direct spending impact of future commitments : \$ 7,792,800

*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.