

REPORT

Date: 4/26/2005
 To: City of Madison, Board of Estimates
 From: Sue Sabatke, GMCVB
 Re: Monona Terrace Event Booking Assistance – October 1, 2004 – December 31, 2004

The following is the activity for the Monona Terrace Event Booking Assistance Fund from
 October 1, 2004 – December 31, 2004

Events Approved:	Status	Amount	Direct Spending*****	Cost-Benefit Ratio
WI Governor's Conference on Tourism – 2005*	D	\$ 2,500	\$ 510,300	1:47
Nanoscience & Technology Institute – 2006	T	\$11,982	\$ 613,396	1:51
Midwest Fish & Wildlife Agencies Midwest Conference – 2007	T	\$17,000	\$ 477,090	1:28
National Assn. for Campus Activities Northern Plains Conference – 2008	T	\$ 5,022	\$ 374,022	1:74
American Astronomical Society – 2010	T	\$25,000	\$ 680,040	1:27
The Wildlife Society – 2005**	D	\$ 1,500	\$ 400,000	1:80
Total		\$63,004	\$ 3,054,848	1:48

Status: D = Definite, T = Tentative

Events Paid:	Status	Amount	Direct Spending*****	Cost-Benefit Ratio
National Auctioneers Assn.	D	\$ 1,266.67	\$ 489,012	1:386
American Fisheries Society	D	\$ 13,963.33	\$ 1,000,000	1:72
Ironman Wisconsin***	D	\$ 51,425.83	\$ 2,000,000	1:38
Total		\$ 66,655.83	\$ 3,489,012	1:52

Total Amount of Funds Re-appropriated in 2004****:	\$ 72,467
Total Future Commitments:	\$202,535.19
Total Direct Spending Impact***** of Future Commitments:	\$12,931,758
Cost-Benefit Ratio for Future Commitments:	1:64

*WI Governor's Conference on Tourism was approved for \$8,250 in 2003 and for \$2,500 in 2004 for a total of \$10,750. The cost-benefit ratio reflects the combination of both approvals.

**The Wildlife Society was approved for \$3,500 in 2002 and for \$1,500 in 2004 for a total of \$5,000. The cost-benefit ratio reflects the combination of both approvals.

***Ironman Wisconsin was approved for \$50,000 in 2003 and for \$15,000 in 2004 (of which \$690 was used). The cost-benefit ratio reflects the combination of both approvals.

****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 We do not publish figures that include indirect spending or multipliers.