

G R E A T E R
MADISON
CONVENTION & VISITORS BUREAU

Date: 3/6/2008
 To: City of Madison, Board of Estimates
 From: Meghan Costello, Greater Madison Convention & Visitors Bureau
 Re: Activity for the Monona Terrace Event Booking Assistance Fund: May 1– December 31, 2007

Events Approved	Status	Amount	Direct Spending***	Cost-Benefit Ratio
BBI International – 2008	T	\$3,300	\$605,000	1:183
The Bell Group – 2008	T	\$4,500	\$396,400	1:88
Ford Ironman Wisconsin – 2008	T	\$35,000	\$3,547,800	1:101
Minority Student Achievement Network – 2008	T	\$2,275	\$182,000	1:80
Smokeyfree Wisconsin – 2008	T	\$5,000	\$318,500	1:64
WI Department of Health & Family Services – 2008	T	\$5,000	\$523,250	1:105
Aquatic Plant Management Society – 2009	T	\$3,500	\$218,400	1:62
Rural Sociological Society – 2009	T	\$4,710	\$364,000	1:77
UW Extension Lakes Program – 2009	T	\$2,250	\$364,000	1:162
American Astronomical Society (Div. of Planetary Sciences) – 2010	T	\$13,050	\$728,000	1:56
American Society for Horticultural Science – 2010	T	\$13,740	\$1,092,000	1:79
Association of Midwest Museums – 2010	T	\$5,000	\$291,200	1:58
Central States Water Environment Association – 2010	T	\$3,000	\$364,000	1:121
Midwest BLGTA College Conference – 2010	T	\$4,800	\$728,000	1:152
The Online News Association – 2010	T	\$5,100	\$409,500	1:80
Spina Bifida Association of America – 2010	T	\$9,600	\$907,500	1:95
Wisconsin Water Association – 2010	T	\$3,000	\$455,000	1:152
American Professional Society on the Abuse of Children – 2011	T	\$10,800	\$728,000	1:67
Association of Lutheran Development Executives – 2011	T	\$12,000	\$637,000	1:53
North American Lake Management Society – 2011	T	\$12,000	\$910,000	1:76
Outdoor Writers Association of America – 2011	T	\$5,400	\$532,400	1:99
Soil and Water Conservation Society – 2011	T	\$13,000	\$546,000	1:42
Wisconsin State Firefighters' Association – 2011	T	\$5,400	\$726,000	1:134
North American Association for Environmental Education – 2014	T	\$14,000	\$968,000	1:69
Total		\$195,425	\$16,541,950	1:85

Status: D = Definite, T = Tentative

Events Paid	Status	Amount	Direct Spending***	Cost-Benefit Ratio
National Conference of State Legislatures	D	\$1,174	\$109,200	1:93
Multi State Working Group	D	\$3,000	\$254,800	1:85
WI Green Building Council	D	\$1,296	\$364,400	1:281
Ford Ironman Wisconsin	D	\$18,155	\$2,000,000	1:110
The International Ecotourism Society	D	\$1,365	\$436,800	1:320
American Forest Foundation	D	\$3,089	\$327,600	1:106
National Society of Black Engineers	D	\$8,000	\$276,640	1:35
Midwest Association of Fish & Wildlife Agencies	D	\$17,000	\$477,090	1:28
Total		\$53,079	\$4,246,530	1:80

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Total Amount of Funds Available thus far for Re-appropriation in 2007**:	\$195,266
Total Future Commitments:	\$337,225
Total Direct Spending Impact*** of Outstanding Commitments:	\$24,501,810
Cost-Benefit Ratio for Outstanding Commitments:	1:73

**Re-appropriated funds resulted from previously approved groups not holding their event at Monona Terrace or not qualifying for the entire amount. This total also includes an additional \$9,876 that became available after payouts for National Conference of State Legislatures (\$426); WI Green Building Alliance (\$4,704); The International Ecotourism Society (\$3,635); American Forest Foundation (\$1,111).

*** These figures represent direct spending by convention attendees and are based on spending formulae developed by Destination Marketing Association International (formerly International Association of Convention & Visitors Bureaus) and are modified further to reflect Madison's lower-than-national-average costs. We do not publish figures that include indirect spending or multipliers.