

GREATER MADISON CONVENTION & VISITORS BUREAU
615 E. WASHINGTON AVENUE > MADISON, WI > 53703

MEMO

WWW.VISITMADISON.COM

Date: 8/17/2009
To: City of Madison – Board of Estimates
From: Deb Archer, President/CEO
Re: Monona Terrace Booking Event Assistance Fund

The following shows fund activity for January 1-December 31, 2008.

Events Approved	Status	Amount	Direct Spending***	Cost-Benefit Ratio
Arrowhead Conferences & Events/FamilyLife Weekend to Remember – 2008	C	\$1,800	\$245,700	1:137
Pacific Northwest National Laboratory – 2010	P	\$6,384	\$273,000	1:43
College Music Society – 2010	P	\$10,000	\$455,000	1:46
National Recycling Coalition – 2010	P	\$14,000	\$968,000	1:69
Midwest Sociological Society – 2011	P	\$10,929	\$546,000	1:50
National Association for Campus Activities – 2011	P	\$8,000	\$728,000	1:91
National Environmental Health Association – 2011	P	\$20,400	\$1,025,000	1:50
Wisconsin Dental Association – 2011	C	\$7,000	\$968,000	1:138
Midwest Association of Student Financial Aid Administrators – 2012	P	\$9,600	\$637,000	1:66
Midwest Sociological Society – 2014	P	\$10,929	\$546,000	1:50
Wisconsin Dental Association – 2015	C	\$7,000	\$968,000	1:138
Arrowhead Conferences & Events/FamilyLife Weekend to Remember – 2009	C	\$2,500	\$245,700	1:98
Arrowhead Conferences & Events/FamilyLife Weekend to Remember – 2010	C	\$2,500	\$245,700	1:98
Douglas Stewart Company – 2010	P	\$7,500	\$436,800	1:58
Student American Veterinary Medical Association – 2010	C	\$10,000	\$728,000	1:73
UW Center for Education & Work	P	\$12,000	\$910,000	1:76
Wisconsin Early Childhood Association	P	\$4,000	\$637,000	1:159
Douglas Stewart Company – 2011	P	\$7,500	\$436,800	1:58
Wisconsin Speech-Language Pathology and Audiology – 2011	P	\$3,300	\$254,800	1:77
American Fisheries Society – 2012	C	\$8,400	\$728,000	1:87
American Society for Environmental History – 2012	P	\$8,000	\$364,000	1:46
Association of Midwest Museums – 2012	P	\$4,400	\$282,100	1:64
Douglas Stewart Company – 2012	P	\$7,500	\$436,800	1:58
National Association for Family Child Care – 2012	P	\$10,200	\$1,149,500	1:113
National Genealogical Society – 2012	P	\$27,250	\$1,452,000	1:53
Wisconsin Society of Science Teachers – 2012	P	\$5,000	\$364,000	1:73
Wisconsin Dental Association – 2012	C	\$7,000	\$968,000	1:138
Wisconsin Society for Human Resource Management – 2014	C	\$8,400	\$847,000	1:101
National Kidney Foundation U.S. Transplant Games – 2010	P	\$3,173	\$2,600,000	1:819
American Society of Civil Engineers – 2010	P	\$3,000	\$163,800	1:55
Wisconsin Water Association – 2010	C	\$3,000	\$455,000	1:152
U.S. Rowing Association – 2011	P	\$13,470	\$364,000	1:27

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Events Paid	Status	Amount	Direct Spending***	Cost-Benefit Ratio
US-Intl Association for Landscape Ecology	C	\$6,000	\$274,560	1:46
Association of Natural Resource Extension Professionals	C	\$7,000	\$416,000	1:59
National Association of Local Boards of Health	C	\$10,000	\$364,000	1:36
Mathematical Association of America	C	\$6,000	\$265,050	1:44
Ford Ironman Wisconsin	C	\$35,000	\$3,547,800	1:101
Minority Student Achievement Network	C	\$2,275	\$182,000	1:80
Midwest Association of Higher Education Facilities Officers	C	\$10,000	\$332,800	1:33
Localization Institute	C	\$7,500	\$416,000	1:55
Arrowhead Conferences & Events/FamilyLife Weekend to Remember	C	\$1,800	\$245,700	1:137
Smokefree Wisconsin	C	\$5,000	\$318,500	1:64

Total amount of funds available thus far for re-appropriation** in 2009:	\$169,135
Total future commitments:	\$362,022
Total direct spending impact of outstanding commitments:	\$29,080,540
Cost-benefit ratio for outstanding commitments:	1:80

Status: C= Confirmed Event; P= Pending

**Re-appropriated funds result 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 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.