

REPORT

Date: 10/28/2005
 To: City of Madison, Board of Estimates
 From: Sue Sabatke, GMCVB
 Re: Monona Terrace Event Booking Assistance – July 1 - September 30, 2005

The following is the activity for the Monona Terrace Event Booking Assistance Fund from
 July 1 – September 30, 2005

Events Approved:	Status	Amount	Direct Spending***	Cost-Benefit Ratio
No groups were approved during this period				
Total				

Status: D = Definite, T = Tentative

Events Paid:	Status	Amount	Direct Spending***	Cost-Benefit Ratio
American Society for Neurochemistry	D	\$10,230	\$ 318,060	1:31
Association of Floodplain Managers	D	\$ 6,000	\$ 203,705	1:34
American Assn. of Applied Linguistics	D	\$ 3,500	\$1,018,525	1:291
Total		\$19,730	\$1,540,290	1:119

Total Amount of Funds Available thus far for Re-appropriation in 2005**:	\$ 58,651.47
Total Future Commitments:	\$166,565
Total Direct Spending Impact*** of Future Commitments:	\$8,394,002
Cost-Benefit Ratio for Future Commitments:	1:50

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 We do not publish figures that include indirect spending or multipliers.