

# Q1 REPORT

Date: 10/4/2006  
 To: City of Madison, Board of Estimates  
 From: Meghan Costello, GMCVB  
 Re: Monona Terrace Event Booking Assistance Fund – January 1, 2006 through March 31, 2006

The following is the activity for the Monona Terrace Event Booking Assistance Fund from  
 January 1, 2006 – March 31, 2006

Events Approved	Status	Amount	Direct Spending***	Cost-Benefit Ratio
No events were approved during this period				
<b>Total</b>				

Status: D = Definite, T = Tentative

Events Paid	Status	Amount	Direct Spending***	Cost-Benefit Ratio
Ironman Wisconsin 2005*	D	\$2,546.98	\$2,000,000	1: 72
<b>Total</b>		<b>\$2,546.98</b>	<b>\$2,000,000</b>	<b>1: 72</b>

Status: D = Definite, T = Tentative

Total Amount of Funds Available thus far for Re-appropriation in 2006**:	\$15,000
Total Future Commitments:	\$204,831.27
Total Direct Spending Impact*** of Outstanding Commitments:	\$9,193,740
Cost-Benefit Ratio for Outstanding Commitments:	1:45

\*Ironman Wisconsin also received **\$25,316.25** to assist with the cost of rent at Monona Terrace for the 2005 event. The cost-benefit ratio reflects the combination of funds provided for the 2005 event.

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 We do not publish figures that include indirect spending or multipliers.