

REPORT

Date: 3/21/2006
 To: City of Madison, Board of Estimates
 From: Sue Sabatke, GMCVB
 Re: Monona Terrace Event Booking Assistance – October 1 – December 31, 2005

The following is the activity for the Monona Terrace Event Booking Assistance Fund from
 October 1 – December 31, 2005

Events Approved:	Status	Amount	Direct Spending***	Cost-Benefit Ratio
Lance Armstrong Foundation LIVESTRONG Ride	T	\$10,000	\$ 800,800	1:80
Organization of American Kodaly Educators	T	\$10,000	\$ 655,200	1:66
US Green Building Council	T	\$ 6,000	\$ 364,400	1:61
Multi State Working Group	T	\$ 3,000	\$ 254,800	1:85
The International Ecotourism Society	T	\$ 5,000	\$ 436,800	1:87
American Society for Precision Engineering	T	\$ 6,210	\$ 291,900	1:47
Music Teachers National Association	T	\$18,000	\$1,019,200	1:57
Amer. Society of Ichthyologists and Herpetologists	T	\$15,000	\$ 931,840	1:62
American Society of Virology	T	\$9,000	\$ 582,400	1:65
Governor's Conference on Tourism	T	\$10,000	\$ 728,000	1:73
Total		\$92,210	\$6,065,340	1:66

Status: D = Definite, T = Tentative

Events Paid:	Status	Amount	Direct Spending***	Cost-Benefit Ratio
International Foster Care Organization	D	\$ 8,000	\$ 519,420	1:65
The Wildlife Society	D	\$ 5,000	\$ 400,000	1:80
Land Trust Alliance	D	\$ 2,500	\$ 587,482	1:235
North American Lake Management Society	D	\$20,000	\$ 346,280	1:17
Total		\$35,500	\$1,853,182	1:52

Total Amount of Funds Available thus far for Re-appropriation in 2005**:	\$ 5,186.47
Total Future Commitments:	\$222,378.25
Total Direct Spending Impact*** of Future Commitments:	\$12,125,580
Cost-Benefit Ratio for Future Commitments:	1:55

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 We do not publish figures that include indirect spending or multipliers.