

# MADISON

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GREATER MADISON CONVENTION & VISITORS BUREAU

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## MEMO

DATE: Thursday, February 09, 2017

TO: City of Madison Room Tax Commission

FROM: Deb Archer, President & CEO, GMCVB

SUBJECT: Monona Terrace Booking Event Assistance Fund Activity

Attached please find the following reports for the City of Madison Room Tax Commission:

Monona Terrace Booking Event Assistance Fund  
> 2016 Year-End Activity— January 1 – December 31  
> Payout Schedule for Future Commitments

Note that this activity is as of Year-End 2016. Please also note the Footnote explanation of an adjustment that will be on the agenda for the 2/14/17 meeting of the MT BEAAC.

Thank you,

Deb

**DEB TRAVIS ARCHER, CDME**  
**PRESIDENT & CEO**

**GREATER MADISON CONVENTION & VISITORS BUREAU (GMCVB) and MADISON AREA SPORTS COMMISSION (MASC)**

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# MT BEA REPORT TO CITY OF MADISON ROOM TAX COMMISSION

report compiled 1/12/17 for Year End 2016

The following shows Monona Terrace Booking Event Assistance fund allocations and re-appropriations for YE 2016 (January 1 - December 31).

## 2016 Year End Approved Allocations of Event Assistance Funding

(events approved for MT BEA funds in 2016 as of 12/31/16)

Group Name	Current Status	Event Dates	Event Use	Amount Approved	Date Approved	Commitment		
						Total Attendees	Total Rooms	Estimated Direct Spending Impact*
American Ornithologists' Union - North Amer Ornithological Conf 2021	Pending	2021, July 16-21	Facility Rental	\$ 21,000	7-Dec-2016	1,000	1,400	\$ 800,000
American Association of Physics Teachers - 2020 Annual Summer Conf	Pending	2020, July 23-30	Facility Rental	\$ 21,000	7-Dec-2016	1,000	1,400	\$ 800,000
American Society for Virology - 41st Annual Meeting (2022)	Confirmed	2022, July 15-20	Facility Rental	\$ 24,000	13-Sep-2016	1,700	1,600	\$ 1,476,529
Ancient & Accepted Scottish Rite Masons - Natl Supreme Council Natl Conv 2021	Pending	2021, July 15-23	Facility Rental	\$ 21,465	7-Dec-2016	400	1,431	\$ 675,805
Automobile License Plate Collectors Assoc - 2020 Annual Convention	Pending	2020, June 23-27	Facility Rental	\$ 9,000	13-Sep-2016	400	600	\$ 256,600
Association of Public Health Laboratories - 2019 APHL Annual Meeting	Pending	2019, June 1-6	Facility Rental	\$ 19,500	7-Dec-2016	500	1,300	\$ 485,518
General Dynamics Info Tech (now Blue52 Productions) - 2018 NSMMS & CRASTE	Pending	2018, June 24-29	Facility Rental	\$ 15,600	7-Dec-2016	450	1,040	\$ 408,256
International Business Innovation Assoc - 2019 Intl Conf on Business Incubation	Pending	2019, Apr25-May1	Facility Rental	\$ 24,000	7-Dec-2016	800	1,600	\$ 724,806
International Society for Computational Biology - ISMB 2020,2022 or 2024	Pending	2020, 2022 or 2024	Facility Rental	\$ 28,875	10-May-2016	1,500	1,925	\$ 983,904
NACADA Natl Academic Advising Assoc - 2019 Region 5 Conference	Pending	2019, Mar 13-15	Facility Rental	\$ 5,000	12-Jul-2016	500	386	\$ 235,871
National Coalition Against Domestic Violence - National Conf 2018	Pending	2018, Oct 11-18	Facility Rental	\$ 22,500	13-Sep-2016	1,000	1,500	\$ 808,396
National Rural Electric Coop Assoc - 2025 Regions 5 & 6 Meeting	Pending	2025, Sept 8-12	Facility Rental	\$ 20,000	10-May-2016	1,000	1,380	\$ 676,179
Society for the Advancement of Scandinavian Study - 2019 Annual Conf	Confirmed	2019, May 1-5	Facility Rental	\$ 9,000	23-Feb-2016	275	650	\$ 233,087
Soil and Water Conservation Society - Annual Conference 2017	Confirmed	2017, Jul 27-Aug 3	Facility Rental	\$ 10,995	23-Feb-2016	450	733	\$ 344,983
Uniform Law Commission - 2020 Annual Meeting	Pending	2020, July 6-17	Facility Rental	\$ 27,000	7-Dec-2016	500	1,800	\$ 730,635
Welsh North American Association - 2019 North Amer Festival of Wales	Pending	2019, Aug28-Sep1	Facility Rental	\$ 14,400	7-Dec-2016	800	960	\$ 553,169
Wisconsin School Counselor Association - Annual Conference 2021	Pending	2021, Feb 15-18	Facility Rental	\$ 13,500	12-Jul-2016	1,100	900	\$ 562,730
Wisconsin School Counselor Association - Annual Conference 2022	Pending	2022, Feb 14-17	Facility Rental	\$ 13,500	12-Jul-2016	1,100	900	\$ 573,093
Wisconsin School Counselor Association - Annual Conference 2023	Pending	2023, Feb 13-16	Facility Rental	\$ 13,500	12-Jul-2016	1,100	900	\$ 583,727
World Triathlon Corp - IRONMAN Wisconsin 2018	Pending	2018, Sept 4-10	Facility Rental	\$ 30,000	7-Dec-2016	30,000	5,950	\$ 4,155,312
World Triathlon Corp., Ironman Wisconsin 2017	Confirmed	2017, Sept 5-11	Facility Rental	\$ 30,000	10-May-2016	30,000	5,300	\$ 4,189,572
National Animal Supplement Council - 2017 Annual Conference	LOSS	2017, May 8-12	Facility Rental	\$ 8,700	10-May-2016	300	580	\$ 237,334
<b>Total Allocations of Event Assistance Funding Approved YE 2016</b>				<b>\$ 402,535</b>		<b>75,875</b>	<b>34,235</b>	<b>\$ 20,495,506</b>

blue highlighted event is also listed in the section on second page because it was approved in 2016, and also fully paid out in 2016.

yellow highlighted events are also listed in the section below because these events were approved in 2016, but funds were also re-appropriated in 2016 because event became a loss in 2016.

## 2016 Year End Re-appropriations (as of 12/31/16)

Group Name	Status	Event Dates	Event Use	Amount Approved	Date Approved	Re-appropriation		Estimated Direct Spending Impact*
						**Amount Re-approp	Date Re-approp	
American Meteorological Society - 21st Conf on Satellite Meteorology...	Confirmed	2016, Aug 14-19	Facility Rental	\$ 17,000	21-Apr-2015	\$10,645	2016-12-07	\$ 492,274
Eye Bank Assoc of Amer-57th, 58th or 59th Meeting *reconciliation needed in 2017	LOSS	2018,2019 or 2020	Facility Rental	\$ 16,875*	10-May-2016	\$16,875	2016-07-12	\$ 395,115
Federation of Genealogical Societies - 2021 Annual Convention (was 2019)	LOSS	2021, Aug 21-30	Facility Rental	\$ 30,000	3-Dec-2013	\$30,000	2016-07-12	\$ 1,203,129
High-Temperature Plasma Diagnostics - 21st Topical Conf on HTPD	Confirmed	2016, Jun 5-9	Facility Rental	\$ 13,050	21-Apr-2015	\$5,575	2016-09-13	\$ 353,065
Midwest Food Processors Assoc - 2017 Annual Conv & APC Conf	LOSS	2017, Nov 27-30	Facility Rental	\$ 12,675	10-Feb-2015	\$12,675	2016-12-07	\$ 343,429
National Animal Supplement Council - 2017 Annual Conference	LOSS	2017, May 8-12	Facility Rental	\$ 8,700	10-May-2016	\$8,700	2016-09-13	\$ 237,334
National Association for Campus Activities - Northern Plains Regional Convention	Confirmed	2016-04-06 to 10	Facility Rental	\$ 12,000	30-Mar-2009	\$1,969	2016-07-12	\$ 455,000
National Assoc of Sports Officials - 2020 Sports Officiating Summit	LOSS	2020, July 25-28	Facility Rental	\$ 19,050	8-Dec-2015	\$19,050	2016-12-07	\$ 460,980
National Farm to School Network - 2016 National Farm to Cafeteria Conf	Confirmed	2016, May31-Jun4	Facility Rental	\$ 24,810	10-Feb-2015	\$9,620	2016-09-13	\$ 1,011,359
National Society of Black Engineers - 2017 Region IV Fall Conf	LOSS	2017, Nov 2-4	Facility Rental	\$ 3,550	8-Dec-2015	\$3,550	2016-05-10	\$ 211,942
North American Lake Management Assoc. - 2018 Intl Symposium	LOSS	2018, Nov 5-10	Facility Rental	\$ 12,400	3-Dec-2013	\$12,400	2016-05-10	\$ 650,375
Society for Conservation Biology - North American Congress 2016	Confirmed	2016, July 8-16	Facility Rental	\$ 20,000	13-May-2014	\$4,173	2016-09-13	\$ 741,433
Society of American Foresters - 2016 National Convention	Confirmed	2016, Oct 30-Nov 6	Facility Rental	\$ 39,000	8-May-2012	\$9,512	2016-12-07	\$ 1,508,550
University and College Designers Assoc - 2018 UCDA Design Conf	LOSS	2018, Oct 11-18	Facility Rental	\$ 10,500	21-Apr-2015	\$10,500	2016-07-12	\$ 341,503

Wisconsin IceCube Particle Astrophysics Center - 36th Intl Cosmic Ray Conf	Loss for MT 2019, July 18-28	Facility Rental	\$ 50,000	22-Sep-2015	\$50,000	2016-12-07	\$ 2,086,289
Wisconsin School Counselor Association - Annual Conference 2016	Confirmed 2016, Feb 15-18	Facility Rental	\$ 15,000	13-Nov-2012	\$1,871	2016-05-10	\$ 576,796
Wisconsin Water Association - Annual Meeting & Water Utility Expo 2016	Confirmed 2016-09-13 to 16	Facility Rental	\$ 4,500	8-Feb-2011	\$1,006	2016-12-07	\$ 336,700
			<b>Total Approved Amount:</b>		<b>\$ 292,235</b>	<b>**Total Re-appropriations:</b>	<b>\$ 11,405,273</b>

\* A clerical error was made with regard to the EBAA event. This event had \$16,875 re-appropriated back into the MT BEA fund at the July 2016 MT BEAAC meeting, however the group had not been approved for funding at the May 2016 meeting, as was thought. An adjustment will be on the agenda for the 2/14/17 meeting of the MT BEAAC to subtract the \$16,875 from the current fund balance.

### Year End 2016 Events paid out in full with no re-appropriation

Group Name	Current Status	Event Dates	Event Use	Amount Approved	Date Approved	Total		Estimated Direct Spending		Amount Paid Out
						Attendees	Total Rooms	Impact*		
International Herpesvirus Workshop - 2016	Confirmed	2016, July 21-28	Facility Rental	\$ 20,775	21-May-2013	550	1,385	\$ 451,800	\$20,775	
North American Assoc for Environmental Educ - 2016 Annual Conf	Confirmed	2016, Oct 16-25	Facility Rental	\$ 20,000	9-Sep-2014	1,000	1,350	\$ 1,021,398	\$20,000	
Upper Midwest Region Assoc of College & Univ Housing Officials - 2016	Confirmed	2016, Nov 6-11	Facility Rental	\$ 10,000	8-Jul-2014	500	670	\$ 350,625	\$10,000	
USA Climbing - 2016 ABS National Championships	Confirmed	2016, Jan22-Feb8	Facility Rental	\$ 9,675	9-Sep-2014	1,500	645	\$ 662,073	\$9,675	
World Triathlon Corp., Ironman Wisconsin 2017	Confirmed	2017, Sept 5-11	Facility Rental	\$ 30,000	10-May-2016	30,000	5,300	\$ 4,189,572	\$30,000	
<b>TOTALS</b>				<b>\$ 90,450</b>		<b>33,550</b>	<b>9,350</b>	<b>\$ 6,675,468</b>	<b>\$ 90,450</b>	

\*These figures represent estimated direct spending by convention attendees and are based on direct spending formulas developed by Destination Marketing Association International. Formulas take into account Madison's specific destination. We do not publish figures that include indirect spending or multipliers.

\*\*Re-appropriated funds result from previously approved groups not holding their event at Monona Terrace or not qualifying for the entire amount.

# MT BEA REPORT TO CITY OF MADISON ROOM TAX COMMISSION

report compiled for Year End 2016 as of 12/31/16

The following shows the Monona Terrace Booking Event Assistance payout schedule for future commitments.

Group Name	Status	Event Dates	2017	2018	2019	2020	2021	2022	2023	2024	2025	Direct Spending
U.S. Academic Decathlon - 2017 National Competition	C	2017, April 16-24	\$ 15,000									\$ 461,840
Wisconsin School Counselor Association - Annual Conference 2017	C	2017, Feb 20-23	\$ 15,000									\$ 590,268
Soil and Water Conservation Society - Annual Conference 2017	C	2017, Jul 27-Aug 3	\$ 10,995									\$ 344,983
Cryogenic Engineering Conference - 2017 CEC & ICMC	C	2017, July 9-13	\$ 30,000									\$ 877,151
Association of Wisconsin School Administrators - QE 2017	C	2017, June 20-23	\$ 7,000									\$ 291,200
American Society for Virology - 36th Annual Meeting (2017)	C	2017, June 22-28	\$ 24,000									\$ 1,706,800
Environmental Design Research Assoc - 2017 EDRA Annual Conference	C	2017, May29-Jun4	\$ 12,000									\$ 406,776
Association of Moving Image Archivists - 2017 Annual Conference	P	2017, Nov 5-12	\$ 18,000									\$ 583,778
Wisconsin School Counselor Association - Annual Conference 2018	C	2018, Feb 19-22		\$ 13,500								\$ 538,426
Cognitive Science Society - 2018 or 2019 Annual Conference	P	2018, July 23-29		\$ 26,850								\$ 942,737
General Dynamics Info Tech (now Blue52 Productions) - 2018 NSMMS	P	2018, June 24-29		\$ 15,600								\$ 408,256
National Coalition Against Domestic Violence - National Conf 2018	P	2018, Oct 11-18		\$ 22,500								\$ 808,396
Wisconsin Water Association - Annual Mtg & Water Utility Expo 2018	C	2018, Sept 11-14		\$ 6,000								\$ 384,938
World Triathlon Corp - IRONMAN Wisconsin 2018	P	2018, Sept 4-10		\$ 30,000								\$ 4,155,312
Wisconsin Society of Science Teachers - 2019 Conference	C	2019 March 7-9			\$ 3,750							\$ 212,249
International Business Innovation Assoc - Intl Conf on Business Incubation	P	2019, Apr25-May1			\$ 24,000							\$ 724,806
Wisconsin Nurses Association - 2019 Annual Pharm & Clinical Update	C	2019, April 10-13			\$ 4,500							\$ 268,926
Welsh North American Association - 2019 North Amer Festival of Wales	P	2019, Aug28-Sep1			\$ 14,400							\$ 553,169
Wisconsin School Counselor Association - Annual Conference 2019	C	2019, Feb 18-21			\$ 13,500							\$ 549,304
American Society of Pharmacognosy - 2019 Annual Meeting	C	2019, July 13-17			\$ 21,000							\$ 698,026
World Assoc for the Advncmnt of Vet Parasitology - 2019 Intl Conf	C	2019, July 7-11			\$ 22,500							\$ 783,911
Association of Public Health Laboratories - 2019 APHL Annual Meeting	P	2019, June 1-6			\$ 19,500							\$ 485,518
NACADA Natl Academic Advising Assoc - 2019 Region 5 Conference	P	2019, Mar 13-15			\$ 5,000							\$ 235,871
Society for the Advancement of Scandinavian Study - 2019 Annual Conf	C	2019, May 1-5			\$ 9,000							\$ 233,087
Wisconsin Water Association - Annual Mtg & Water Utility Expo 2019	C	2019, Sept 10-13			\$ 6,000							\$ 391,269
American Association of Physics Teachers - 2020 Annual Summer Conf	P	2020, July 23-30				\$ 21,000						\$ 800,000
International Society for Computational Biology - ISMB 2020,2022 or 2024	P	2020, 2022 or 2024				\$ 28,875						\$ 983,904
Wisconsin School Counselor Association - Annual Conference 2020	C	2020, Feb 17-20				\$ 13,500						\$ 560,517
Uniform Law Commission - 2020 Annual Meeting	P	2020, July 6-17				\$ 27,000						\$ 730,635
Automobile License Plate Collectors Assoc - 2020 Annual Convention	P	2020, June 23-27				\$ 9,000						\$ 256,600
ASLO - 2020 Summer Meeting	C	2020, June 6-12				\$ 43,500						\$ 1,132,507
Wisconsin Nurses Association - 2020 Annual Pharm & Clinical Update	C	2020, Mar 25-28				\$ 4,500						\$ 274,618
Wisconsin Water Association - Annual Mtg & Water Utility Expo 2020	C	2020, Sept 15-18				\$ 6,000						\$ 398,356
Wisconsin School Counselor Association - Annual Conference 2021	P	2021, Feb 15-18					\$ 13,500					\$ 562,731
Ancient & Accepted Scottish Rite Masons - Natl Supreme Council Conv	P	2021, July 15-23					\$ 21,465					\$ 675,805
American Ornithologists' Union - North Amer Ornithological Conf 2021	P	2021, July 16-21					\$ 21,000					\$ 800,000
National Rural Electric Coop Assoc - 2021 Regions 5 & 6 Meeting	P	2021, Sept 13-16					\$ 20,000					\$ 614,542
Wisconsin School Counselor Association - Annual Conference 2022	P	2022, Feb 14-17						\$ 13,500				\$ 573,094
American Society for Virology - 41st Annual Meeting (2022)	C	2022, July 15-20						\$ 24,000				\$ 1,476,529
Wisconsin School Counselor Association - Annual Conference 2023	P	2023, Feb 13-16							\$ 13,500			\$ 583,727
National Rural Electric Coop Assoc - 2023 Regions 5 & 6 Meeting	P	2023, Sept 11-14							\$ 20,000			\$ 661,085
National Rural Electric Coop Assoc - 2025 Regions 5 & 6 Meeting	P	2025, Sept 8-12									\$ 20,000	\$ 676,179
			<b>\$ 131,995</b>	<b>\$ 114,450</b>	<b>\$ 143,150</b>	<b>\$ 153,375</b>	<b>\$ 75,965</b>	<b>\$ 37,500</b>	<b>\$ 33,500</b>	<b>\$ -</b>	<b>\$ 20,000</b>	<b>\$ 29,397,826</b>
<b>Total - Future Commitments</b>				<b>\$709,935</b>								
<b>Total - Estimated Direct Spending Impact of Future Commitments</b>				<b>\$29,397,826</b>								

(Status Key: C = Confirmed; P = Pending)