

MT BEA REPORT TO CITY OF MADISON BOARD OF ESTIMATES

Friday, September 30, 2011

The following shows Monona Terrace Booking Event Assistance fund awards and re-appropriations for 2011 (January 1 - September 30).

Group Name	Status	Event Dates	Event Use	Commitment		Total Rooms	Direct Spending Impact*
				Amount Approved	Total Attendees		
World Triathlon Corporation - Ford Ironman Wisconsin	Confirmed	2011-09-06 to 12	Facility Rental	\$ 35,000	30,000	5,650	\$ 3,547,800
American Association of Physics Teachers - Summer Meeting	Loss	2014-07-16 to 24	Facility Rental	\$ 22,500	1,500	1,500	\$ 637,000
American Meat Science Association - Reciprocal Meat Conference	Pending	2014-06-14 to 18	Facility Rental	\$ 12,525	550	835	\$ 364,000
Cognitive Science Society - Annual Conference	Pending	July 2014 or 2015	Facility Rental	\$ 21,480	1,000	1,790	\$ 968,000
Wisconsin Water Association - Annual Meeting & Water Utility Expo	Confirmed	2016-09-13 to 16	Facility Rental	\$ 4,500	500	400	\$ 291,200
Association for Experiential Education - International Conference	Pending	2012-11-01 to 04	Facility Rental	\$ 15,300	800	1,020	\$ 364,000
Society for Ecological Restoration - Annual International Conference	Pending	2013-10-05 to 11	Facility Rental	\$ 28,500	1,000	1,900	\$ 1,092,000
Mary Kay Inc - Career Conference	Pending	2013-03-26 to 30	Facility Rental	\$ 4,000	2,000	300	\$ 364,000
General Dynamics 2012 NanoTechnology for Defense Conf.	Pending	2012-Nov 8-16	Facility Rental	\$ 12,525	400	835	\$ 371,480
American Society of Agronomy	Pending	2015-July 19-25	Facility Rental	\$ 22,125	500	1,475	\$ 502,000
Association of Children's Museums	Pending	2015-April 21-26	Facility Rental	\$ 19,500	700	1,300	\$ 934,500
Total Awards				\$ 197,955	38,950	17,005	\$ 9,435,980

Year to Date Re-appropriations

Group Name	Status	Event Dates	Event Use	Amount		Date Re-appropr	Direct Spending Impact*
				Approved	Re-appropr		
Arrowhead Conferences & Events - FamilyLife Weekend to Remember	Confirmed	2010-12-02 to 05	Facility Rental/AV	\$ 2,500	\$ 2,500	2011-02-08	\$ 245,700
North American Association for Environmental Education - Annual Conf.	Loss	2013-10-06 to 13	Facility Rental	\$ 16,000	\$ 16,000	2011-02-08	\$ 728,000
Wisconsin Nurses Association - Annual Convention	Confirmed	2010-10-06 to 09	Facility Rental	\$ 1,650	\$ 626	2011-02-08	\$ 236,600
Wisconsin Water Association - Annual Meeting & Water Utility Expo	Confirmed	2010-09-14 to 18	AV Rental	\$ 3,000	\$ 1,161	2011-02-08	\$ 455,000
Association of Midwest Museums - Annual Conference	Loss	2012-09-18 to 22	Facility Rental	\$ 4,400	\$ 4,400	2011-05-10	\$ 282,100
National Association for Family Child Care - Annual Conference	Loss	2012-07-11 to 16	Facility Rental	\$ 10,200	\$ 10,200	2011-05-10	\$ 1,149,500
North American Association for Environmental Education - Annual Conf.	Loss	2014-10-05 to 12	Facility Rental	\$ 14,000	\$ 14,000	2011-05-10	\$ 819,000
Congress for the New Urbanism - Annual Congress	Confirmed	2011-05-29 to 06-05	Facility Rental	\$ 10,800	\$ 1,961	2011-09-20	\$ 991,900
Douglas Stewart Company - Computer & Electronics Show	Confirmed	2011-06-07 to 09	Facility Rental	\$ 7,500	\$ 1,867	2011-09-20	\$ 374,400
US Small Business Administration - Innovation Research Convention	Confirmed	2011-04-08 to 13	Facility Rental	\$ 8,000	\$ 1,589	2011-09-20	\$ 546,000
Wisconsin Nurses Association - Pharmacology & Clinical Update	Confirmed	2011-04-14 to 16	Facility Rental	\$ 4,550	\$ 976	2011-09-20	\$ 473,200
New Media Consortium - Summer Conference	Confirmed	2011-06-11 to 18	Facility Rental	\$ 13,500	\$ 3,565	2011-09-20	\$ 364,000
General Dynamics - Nat'l Space & Missile Materials Symposium	Confirmed	2011-06-27 to 07-01	Facility Rental	\$ 20,175	\$ 1,454	2011-09-20	\$ 409,500
American Association of Physics Teachers - Summer Meeting	Loss	2014-07-16 to 24	Facility Rental	\$ 22,500	\$ 22,500	2011-09-20	\$ 702,800
Athletic Equipment Managers Association - Annual Convention	Loss	2015-06-01 to 05	Facility Rental	\$ 19,800	\$ 19,800	2011-09-20	\$ 546,000
Four Freshmen Society	Loss	2013-09-19 to 21	Facility Rental	\$ 7,500	\$ 7,500	2011-09-20	\$ 364,000
Total Re-appropriations**				\$ 166,075	\$ 110,099		\$ 8,687,700

*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.

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