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GREATER MADISON CONVENTION & VISITORS BUREAU

22 E. MIFFLIN STREET, SUITE 200
MADISON, WI 53703

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MEMO

DATE: Monday, July 16, 2018

SUBJECT: MT BEAAC Meeting

MT BEAAC Meeting

Tuesday, July 24, 2018 > 4:00 – 5:00 PM

GMCVB Headquarters, 22 E. Mifflin Street, Suite 200

For calendar year 2018, the committee initially had \$195,000 to appropriate. After the May 8, 2018, meeting, there existed a remaining balance of \$191,734. Re-appropriations below of \$36,500, leaves the committee with available funds of \$228,234 to consider and appropriate at this meeting. There are four new items on the agenda totaling \$57,000, which will leave a remaining balance of \$171,234 in the fund.

The following is information on year to date funds available for re-appropriating at this 7/24/18 meeting. These re-appropriations result from a previously approved event not held at Monona Terrace or not qualifying for the entire amount.

Group & Event Name	Event Dates	Amount	Date Approved	Reason
American Embryo Transfer Assoc – 2020 AETA & CETA/ACTE Convention	2020, Oct 6-10	\$9,000	5/2/17	Loss for Monona Terrace - The client selected Madison Marriott West for this event.
Assoc of College & University Auditors – Annual Conference 2020	2020, Sept 18-24	\$22,500	5/8/18	Loss – based on sleeping & meeting rooms under one roof and overall cost.
NACADA – 2020 Region 5 Conference	2020, April 1-3	\$5,000	7/12/16	Loss – Members in Milwaukee were anxious to host the conference.

Total to Re-appropriate at this meeting \$36,500

Fund Requests for this meeting – July 24, 2018

Group & Event Name	Event Dates	Amount	Use	Attendance	Room Nights	Direct Spending
Wisconsin Dept of Tourism – 2020 Governor's Conference on Tourism	2020, March 15-17	\$13,500	Facility Rental	1,000	900	\$518,303
Amer Astronomical Society – 236th Meeting of the AAS	2020, May29-June4	\$19,500	Facility Rental	750	1,300	\$735,445
Natl Assoc for Campus Activities – 2020 Northern Plains Conference	2020, April 1-4	\$12,000	Facility Rental	900	800	\$583,816
Natl Assoc for Campus Activities – 2021 Northern Plains Conference	2021, April 7-10	\$12,000	Facility Rental	900	800	\$590,979
<u>Total Requests for this meeting</u>		<u>\$57,000</u>		<u>3,550</u>	<u>3,800</u>	<u>\$2,428,543</u>

Special Roll-over of funds Request

Group & Event Name	Event Dates	Amount	Use	Attendance	Room Nights	Direct Spending
USA Climbing – 2022 American Bouldering Series Natl Championships	2022, Jan28-Feb15	\$62,000	Facility Rental	1,500	727	\$700,000

These funds (\$62,000) were approved on 12/5/17, for the year 2020. The client is now interested in 2022 instead of 2020. This request is to roll-over USA Climbing approved MT BEA funds of \$62,000 from 2020 to 2022 event dates. Please see additional Memo and request form.