

GMCVB REPORT TO CITY OF MADISON BOARD OF ESTIMATES

Tuesday, 22 March 2010

The following shows Monona Terrace Booking Event Assistance fund activity for 2010 (01 January to 18 March).

Group Name	Status	Event Dates	Event Use	Amount		Commitment			
				Approved	Date Approved	Total Attendees	Total Rooms		
New Media Consortium - Summer Conference	Pending	2011-06-11 to 18	Facility Rental	\$ 13,500	2010-02-09	500	900	\$ 605,000.00	EI
North American Association for Environmental Education - Annual Conference	Pending	2013-10-06 to 13	Facility Rental	\$ 8,000	2010-02-09	900	1862	\$ 819,000.00	
Society of American Foresters - Annual National Convention	Pending	2013-11-03 to 11	Facility Rental	\$ 40,500	2010-02-09	1400	2800	\$ 1,452,000.00	
Society of St. Vincent De Paul - National Meeting	Pending	2013-09-09 to 14	Facility Rental	\$ 22,344	2010-02-09	650	800	\$ 591,500.00	
World Triathlon Corporation - Ford Ironman Wisconsin	Pending	2011-09-06 to 12	Facility Rental	\$ 40,000	2010-02-09	30000	5650	\$ 3,547,800.00	

Total amount of funds available thus far for re-appropriation : \$ 51,495  
 Total future commitments : \$ 124,344  
 Total direct spending impact of future commitments : \$ 7,015,300

\*\*\*Re-appropriated funds result 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 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 We do not publish figures that include indirect spending or multipliers.