

REPORT

Date: 4/26/2005
 To: City of Madison, Board of Estimates
 From: Sue Sabatke, GMCVB
 Re: Monona Terrace Event Booking Assistance – January 1, 2005- March 31, 2005

The following is the activity for the Monona Terrace Event Booking Assistance Fund from
 January 1, 2005- March 31, 2005

Events Approved:	Status	Amount	Direct Spending***	Cost-Benefit Ratio
No events were approved during this period				
Total				

Status: D = Definite, T = Tentative

Events Paid:	Status	Amount	Direct Spending***	Cost-Benefit Ratio
Ironman Wisconsin 2004*	D	\$1,607.85	\$2,000,000	1:65
Total		\$ 1,607.85	\$2,000,000	1:65

Total Amount of Funds Available thus far for Re-appropriation in 2005**:	\$ 7,860.00
Total Future Commitments:	\$200,927.34
Total Direct Spending Impact*** of Future Commitments:	\$12,931,758
Cost-Benefit Ratio for Future Commitments:	1:64

*Ironman Wisconsin also received \$28,936 to assist with the cost of rent at Monona Terrace for the 2004 event. The cost-benefit ratio reflects the combination of funds provided for the 2004 event.

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 We do not publish figures that include indirect spending or multipliers.