

GREATER MADISON CONVENTION & VISITORS BUREAU  
615 E. WASHINGTON AVENUE > MADISON, WI > 53703

**MEMO**

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**MT BEAAC Meeting**

Tuesday, May 21, 2013 > 4:00 – 5:00 PM  
GMCVB Headquarters, 615 East Washington Avenue

For calendar year 2013, the committee has had \$195,000 to appropriate. After the February 12, 2013, meeting, there existed a remaining balance of \$95,231.00. Re-appropriations below of \$40,969, leaves the committee with available funds of \$136,200 to consider and appropriate at this meeting. There are two items on the agenda totaling \$30,450, which would leave a \$105,750 balance in the fund.

The Following is information on year to date funds available for re-appropriating at this 5/21/13 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
Association of Children’s Museums – InterActivity Conference - 2016	2016, Apr 20-23	\$19,500	9/20/11	Loss – “The group will rotate West in 2016”
Wisconsin School Counselor Assoc – 2013 Annual Conference	2013, Feb 18-21	\$2,876	2/14/12	Did not meet required room pick-up for full \$15,000 award.
Mary Kay – 2013 Career Conference	2013, Mar 26-30	\$831	5/10/11	Did not meet required room pick-up for full \$4,000 award.
WI Dept of Tourism – 2013 WIGCOT	2013, Mar 17-19	\$5,437	7/10/12	Did not meet required room pick-up for full \$17,000 award.
Midwest Food Processors Assoc. – 2014 Annual Convention	2014, Dec 1-5	\$11,250	5/8/12	Loss – “Reasons stated: They like Kalahari for better cost factors & under one roof is very appealing.”
Best Western Intl – District III 2013	2013, Apr 14-18	\$1,075	2/12/13	Final MT rental cost less than award amount.

Total to Re-appropriate at this meeting \$40,969

**Fund Requests for this meeting – May 15, 2013**

Group & Event Name	Event Dates	Amount	Use	Attendance	Room Nights	Direct Spending
USA Climbing – 2015 ABS Championships	2015, 1/30-2/19	\$9,675	Facility Rental	1,500	645	\$205,440
International Herpesvirus Workshop 2016	2016, July 21-28	\$20,775	Facility Rental	550	1,385	\$502,000
<u>Total Requests for this meeting</u>		<u>\$30,450</u>		<u>2,050</u>	<u>2,030</u>	<u>\$707,440</u>

**Additional Request:**

At the May 8, 2012 MT BEAAC meeting, a request of \$11,850 was approved for the American Culinary Federation’s 2014 Regional Conference, the ACF is no longer considering Madison for 2014, but is now considering Madison for April 11-15, 2015 instead. It is requested that the committee approve transferring the approved MT BEA incentive funds of \$11,850, from the 2014 event to the 2015 event.