

JANUARY – APRIL 2007

Date: 5/4/2007
 To: City of Madison, Board of Estimates
 From: Meghan Costello, GMCVB
 Re: Monona Terrace Event Booking Assistance Fund – January 1, 2007 through April 30, 2007

The following is the activity for the Monona Terrace Event Booking Assistance Fund from
 January 1, 2007 – April 30, 2007

Events Approved	Status	Amount	Direct Spending***	Cost-Benefit Ratio
American Society of Journalists & Authors – 2008	T	\$3,300	\$546,000	1:165
American Public Human Services Association – 2009	T	\$10,740	\$910,000	1:85
Correctional Education Association – 2009	T	\$6,000	\$455,000	1:76
National Association of Postmasters of the U.S. – 2010	T	\$18,660	\$1,092,000	1:59
WI Nurses Association – 2010	T	\$1,650	\$236,600	1:143
Congress for the New Urbanism – 2011	T	\$10,800	\$1,210,000	1:112
American Association of Physics Teachers – 2012	T	\$12,000	\$748,800	1:62
Mathematical Association of America – 2012	T	\$12,000	\$748,800	1:62
National Conference of Standards Laboratories – 2013	T	\$19,500	\$1,331,000	1:68
Total		\$94,650	\$7,278,200	1:77

Status: D = Definite, T = Tentative

Events Paid	Status	Amount	Direct Spending***	Cost-Benefit Ratio
No events were paid during this period	–	–	–	–
Total				

Status: D = Definite, T = Tentative

Total Amount of Funds Available thus far for Re-appropriation in 2007**:	\$ 58,200
Total Future Commitments:	\$331,945
Total Direct Spending Impact*** of Outstanding Commitments:	\$20,364,680
Cost-Benefit Ratio for Outstanding Commitments:	1:61

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 We do not publish figures that include indirect spending or multipliers.