

MT BEA REPORT TO CITY OF MADISON BOARD OF ESTIMATES

report compiled 1/26/12 for Year-end 2011

The following shows Monona Terrace Booking Event Assistance fund awards and re-appropriations for 2011 (January 1 - December 31).

Group Name	Status	Event Dates	Event Use	Amount		Date		Commitment		Direct Spending Impact*
				Approved	Re-approved	Approved	Re-approved	Total Attendees	Total Rooms	
World Triathlon Corporation - Ford Ironman Wisconsin	Confirmed	2011-09-06 to 12	Facility Rental	\$ 35,000		2010-02-09		30,000	5,650	\$ 3,547,800
American Association of Physics Teachers - Summer Meeting	Loss	2014-07-16 to 24	Facility Rental	\$ 22,500		2011-02-08		1,500	1,500	\$ 637,000
American Meat Science Association - Reciprocal Meat Conference	Pending	2014-06-14 to 18	Facility Rental	\$ 12,525		2011-02-08		550	835	\$ 364,000
Cognitive Science Society - Annual Conference	Pending	July 2014 or 2015	Facility Rental	\$ 21,480		2011-02-08		1,000	1,790	\$ 968,000
Wisconsin Water Association - Annual Meeting & Water Utility Expo	Confirmed	2016-09-13 to 16	Facility Rental	\$ 4,500		2011-02-08		500	400	\$ 291,200
Association for Experiential Education - International Conference	Confirmed	2012-11-01 to 04	Facility Rental	\$ 15,300		2011-05-10		800	1,020	\$ 364,000
Society for Ecological Restoration - Annual International Conference	Pending	2013-10-05 to 11	Facility Rental	\$ 28,500		2011-05-10		1,000	1,900	\$ 1,092,000
Mary Kay Inc. - Career Conference	Pending	2013-03-26 to 30	Facility Rental	\$ 4,000		2011-05-10		2,000	300	\$ 364,000
General Dynamics 2012 NanoTechnology for Defense Conf.	Pending	2012-Nov 8-16	Facility Rental	\$ 12,525		2011-09-20		400	835	\$ 371,480
American Society of Agronomy	Pending	2015-July 19-25	Facility Rental	\$ 22,125		2011-09-20		500	1,475	\$ 502,000
Association of Children's Museums	Pending	2015-April 21-26	Facility Rental	\$ 19,500		2011-09-20		700	1,300	\$ 934,500
Association of Midwest Museums - Annual Conference 2013	Pending	2013, July 14-18	Facility Rental	\$ 7,244		2011-12-14		440	440	\$ 311,240
Biodynamic Farming & Gardening Assoc. - 2012 Annual Conference	Confirmed	2012, Nov 14-18	Facility Rental	\$ 8,100		2011-12-14		500	540	\$ 401,600
Wisconsin School Counselor Assoc. - 2012 Annual Conference	Confirmed	2012, Feb. 21-24	Facility Rental	\$ 15,000		2011-12-14		1,200	1,000	\$ 963,840
Total Awards				\$ 228,299				41,090	18,985	\$ 11,112,660

Year to Date Re-appropriations

Group Name	Status	Event Dates	Event Use	Amount		Date		Amount		Direct Spending Impact*
				Approved	Re-approved	Approved	Re-approved	Re-approved	Date	
Arrowhead Conferences & Events - FamilyLife Weekend to Remember	Confirmed	2010-12-02 to 05	Facility Rental/AV	\$ 2,500		2008-10-22		2,500	2011-02-08	\$ 245,700
North American Association for Environmental Education - Annual Conf.	Loss	2013-10-06 to 13	Facility Rental	\$ 16,000		2009-03-30		16,000	2011-02-08	\$ 728,000
Wisconsin Nurses Association - Annual Convention	Confirmed	2010-10-06 to 09	Facility Rental	\$ 1,650		2007-04-17		626	2011-02-08	\$ 236,600
Wisconsin Water Association - Annual Meeting & Water Utility Expo	Confirmed	2010-09-14 to 18	AV Rental	\$ 3,000		2008-12-08		1,161	2011-02-08	\$ 455,000
Association of Midwest Museums - Annual Conference	Loss	2012-09-18 to 22	Facility Rental	\$ 4,400		2008-10-22		4,400	2011-05-10	\$ 282,100
National Association for Family Child Care - Annual Conference	Loss	2012-07-11 to 16	Facility Rental	\$ 10,200		2008-10-22		10,200	2011-05-10	\$ 1,149,500
North American Association for Environmental Education - Annual Conf.	Loss	2014-10-05 to 12	Facility Rental	\$ 14,000		2007-11-28		14,000	2011-05-10	\$ 819,000
Congress for the New Urbanism - Annual Congress	Confirmed	2011-05-29 to 06-05	Facility Rental	\$ 10,800		2007-04-17		1,961	2011-09-20	\$ 991,900
Douglas Stewart Company - Computer & Electronics Show	Confirmed	2011-06-07 to 09	Facility Rental	\$ 7,500		2008-10-22		1,867	2011-09-20	\$ 374,400
US Small Business Administration - Innovation Research Convention	Confirmed	2011-04-08 to 13	Facility Rental	\$ 8,000		2010-05-18		1,589	2011-09-20	\$ 546,000
Wisconsin Nurses Association - Pharmacology & Clinical Update	Confirmed	2011-04-14 to 16	Facility Rental	\$ 4,550		2009-07-01		976	2011-09-20	\$ 473,200
New Media Consortium - Summer Conference	Confirmed	2011-06-11 to 18	Facility Rental	\$ 13,500		2010-02-09		3,565	2011-09-20	\$ 364,000
General Dynamics - Nat'l Space & Missile Materials Symposium	Confirmed	2011-06-27 to 07-01	Facility Rental	\$ 20,175		2010-05-18		1,454	2011-09-20	\$ 409,500
American Association of Physics Teachers - Summer Meeting	Loss	2014-07-16 to 24	Facility Rental	\$ 22,500		2011-02-08		22,500	2011-09-20	\$ 702,800
Athletic Equipment Managers Association - Annual Convention	Loss	2015-06-01 to 05	Facility Rental	\$ 19,800		2009-12-18		19,800	2011-09-20	\$ 546,000
Four Freshmen Society	Loss	2013-09-19 to 21	Facility Rental	\$ 7,500		2010-12-16		7,500	2011-09-20	\$ 364,000
Cognitive Science Society - Annual Conference	Loss	July 2014 or 2015	Facility Rental	\$ 21,480		2011-02-08		21,480	2011-12-14	\$ 968,000
Wisconsin Dental Association - Great Lakes Meeting	Confirmed	2011-05-11 to 13	Facility Rental	\$ 7,000		2008-04-07		7,000	2011-12-14	\$ 968,000
Total Re-appropriations**				\$ 194,555				\$ 138,579		\$ 10,623,700

*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.

**Re-appropriated funds result from previously approved groups not holding their event at Monona Terrace or not qualifying for the entire amount.