

MT BEA REPORT TO CITY OF MADISON BOARD OF ESTIMATES

report compiled 3/11/15 for Year End 2014

The following shows Monona Terrace Booking Event Assistance fund allocations and re-appropriations for YE 2014 (January 1 - December 31).

2014 Year End Allocations of Event Assistance Funding

(events approved for MT BEA funds in 2014 as of 12/31/14)

Group Name	Current Status	Event Dates	Event Use	Commitment				
				Amount Approved	Date Approved	Total Attendees	Total Rooms	Direct Spending Impact*
American Nuclear Society - 2016 National Student Conference	Pending	2016, Mar 31-Apr 3	Facility Rental	\$ 10,000	8-Jul-2014	750	1,245	\$ 483,003
Cognitive Science Society - 2018 or 2019 Annual Conference	Pending	2018, July 23-29	Facility Rental	\$ 25,605	2-Dec-2014	1,000	1,790	\$ 942,737
Cryogenic Engineering Conference - 2017 CEC & ICMC	Pending	2017, July 9-13	Facility Rental	\$ 30,000	2-Dec-2014	800	2,150	\$ 902,037
National Rural Electric Coop Assoc - 2019 Regions 5 & 6 Meeting	Pending	2019, Sept 16-19	Facility Rental	\$ 20,000	9-Sep-2014	1,000	1,380	\$ 596,306
National Rural Electric Coop Assoc - 2021 Regions 5 & 6 Meeting	Pending	2021, Sept 13-16	Facility Rental	\$ 20,000	9-Sep-2014	1,000	1,380	\$ 614,542
North American Assoc for Environmental Educ - 2016 Annual Conf	Pending	2016, Oct 16-25	Facility Rental	\$ 20,000	9-Sep-2014	1,000	1,350	\$ 1,080,574
Society for Conservation Biology - North American Congress 2016	Confirmed	2016, July 8-16	Facility Rental	\$ 20,000	13-May-2014	800	1,335	\$ 741,433
Uniform Law Commission - 2018 Annual Conference	Pending	2018, July 6-12	Facility Rental	\$ 27,000	13-May-2014	600	1,800	\$ 486,573
Upper Midwest Region Assoc of College & Univ Housing Officials - 2016	Confirmed	2016, Nov 6-11	Facility Rental	\$ 10,000	8-Jul-2014	500	670	\$ 350,625
USA Climbing - 2016 ABS National Championships	Pending	2016, Jan 22-Feb 8	Facility Rental	\$ 9,675	9-Sep-2014	1,500	645	\$ 761,418
UW Extension (actually UW-CALS) - Cooperative Statewide Ext Conf.	Confirmed	2015, Nov 10-13	Facility Rental	\$ 6,000	4-Feb-2014	800	600	\$ 372,712
WI Assoc for Environmental Educ - 2015 Midwest Environ Educ Conf	Confirmed	2015, Oct 21-24	Facility Rental	\$ 4,800	2-Dec-2014	400	320	\$ 178,586
Wisconsin Mathematics Council - Annual Conference 2016	Pending	2016, May 3-6	Facility Rental	\$ 9,000	9-Sep-2014	1,500	650	\$ 493,173
Wisconsin Nurses Assoc - 2019 Annual Pharmacology & Clinical Update	Confirmed	2019, April 10-13	Facility Rental	\$ 4,500	2-Dec-2014	520	350	\$ 268,926
Wisconsin Nurses Assoc - 2020 Annual Pharmacology & Clinical Update	Confirmed	2020, Mar 25-28	Facility Rental	\$ 4,500	2-Dec-2014	520	350	\$ 274,618
Wisconsin School Counselor Association - Annual Conference 2018	Confirmed	2018, Feb 19-22	Facility Rental	\$ 13,500	13-May-2014	1,100	900	\$ 538,426
Wisconsin School Counselor Association - Annual Conference 2019	Confirmed	2019, Feb 18-21	Facility Rental	\$ 13,500	13-May-2014	1,100	900	\$ 549,304
Wisconsin School Counselor Association - Annual Conference 2020	Confirmed	2020, Feb 17-20	Facility Rental	\$ 13,500	13-May-2014	1,100	900	\$ 560,517
Wisconsin Society of Science Teachers - 2018 Conference	Confirmed	2018, March 7-10	Facility Rental	\$ 3,750	13-May-2014	500	250	\$ 208,241
ASLO (Sciences of Limnology & Oceanography) - 2018 Summer Meeting	LOSS	2018, June 2-8	Facility Rental	\$ 43,500	4-Feb-2014	900	2,900	\$ 1,241,188
Center for Problem-Oriented Policing - Annual POP Conference	LOSS	2014, Sept 25-27	Facility Rental	\$ 10,000	4-Feb-2014	500	700	\$ 389,691
Dairy Calf & Heifer Association - 2015 Conference	Marriott CE	2015, Mar31-Apr2	Facility Rental	\$ 7,500	4-Feb-2014	400	500	\$ 151,181
Midwest Shippers Association - 11th Annual Midwest Conference	LOSS	2014, Aug 25-26	Facility Rental	\$ 15,000	4-Feb-2014	600	1,400	\$ 477,921
Total Allocations of Event Assistance Funding Approved YE 2014				\$ 341,330		\$ 18,890	\$ 24,465	\$ 12,663,732

highlighted events are also listed in the section below because these events were approved in 2014, but funds were also re-appropriated in 2014 because event became a loss in 2014.

2014 Year End Re-appropriations (as of 12/31/14)

Group Name	Status	Event Dates	Event Use	Amount Approved	Date Approved	**Amount Re-approp	Date Re-approp	Direct Spending Impact*
American Meat Science Association - Reciprocal Meat Conference	Confirmed	2014-06-14 to 18	Facility Rental	\$ 12,525	8-Feb-2011	\$4,250	2014-09-09	\$ 453,180
American Culinary Federation - 2015 Regional Conference	LOSS	2015, April 11-15	Facility Rental	\$ 11,850	8-May-2012	\$11,850	2014-05-13	\$ 360,024
ASLO (Sciences of Limnology & Oceanography) - 2018 Summer Meeting	LOSS	2018, June 2-8	Facility Rental	\$ 43,500	4-Feb-2014	\$43,500	2014-07-08	\$ 1,241,188
Center for Problem-Oriented Policing - Annual POP Conference	LOSS	2014, Sept 25-27	Facility Rental	\$ 10,000	4-Feb-2014	\$10,000	2014-05-13	\$ 389,691
Cognitive Science Society - 2016 Annual Conference	Loss for 2016	2018, July 23-29	Facility Rental	\$ 26,805	12-Feb-2013	\$26,850	2014-12-02	\$ 814,773
Dairy Calf & Heifer Association - 2015 Conference	Marriott CE	2015, Mar31-Apr2	Facility Rental	\$ 7,500	4-Feb-2014	\$7,500	2014-05-13	\$ 151,181
Mary Kay Inc - 2014 Career Conference	Confirmed	2014, Mar 20-22	Facility Rental	\$ 4,000	8-May-2012	\$863	2014-05-13	\$ 624,260
Midwest Food Processors - 2015 Annual Convention	LOSS	2015, Nov 30-Dec 3	Facility Rental	\$ 11,250	8-May-2012	\$11,250	2014-05-13	\$ 652,600
Midwest Shippers Association - 11th Annual Midwest Conference	LOSS	2014, Aug 25-26	Facility Rental	\$ 15,000	4-Feb-2014	\$15,000	2014-05-13	\$ 477,921
National Collegiate Athletic Assoc - 2015 NCAA DIII Regional Rules Conf	LOSS	2015, June 22-24	Facility Rental	\$ 3,200	16-Sep-2013	\$3,200	2014-05-13	\$ 184,775
Wisconsin Nurses Association - Annual Pharmacology & Clinical Update	LOSS	2017, May 4-6	Facility Rental	\$ 4,500	3-Dec-2013	\$4,500	2014-09-09	\$ 306,618
Wisconsin School Counselor Association - Annual Conference 2014	Confirmed	2014, Feb 17-20	Facility Rental	\$ 15,000	14-Feb-2012	\$3,953	2014-05-13	\$ 1,104,400
Wisconsin Society of Human Resource Mgmt Council - WI SHRM Conf.	Confirmed	2014-10-14 to 17	Facility Rental	\$ 8,400	22-Oct-2008	\$3,614	2014-12-02	\$ 847,000
Total Approved Amount:				\$ 173,530	**Total Re-appropriations:	\$ 146,330		\$ 7,607,611

Year End 2014 Events paid out in full with no re-appropriation

Group Name	Current Status	Event Dates	Event Use	Amount Approved	Date Approved	Total Attendees	Total Rooms	Direct Spending Impact*	Amount Paid Out
Matrix Center (The) - WPC 15	Paid	2014, Mar 25-29	Facility Rental	\$ 18,375	11-Sep-2012	2,000	1,225	\$ 894,737	\$ 18,375
National Academic Advising Assoc. - Region V Conference	Paid	2014, Mar 5-7	Facility Rental	\$ 5,000	11-Sep-2012	300	350	\$ 163,603	\$ 5,000
Wisconsin Assoc for College Admission Counseling - 2014 Midwest Conf.	Paid	2014, May 18-20	Facility Rental	\$ 3,000	13-Nov-2012	500	400	\$ 455,000	\$ 3,000
World Triathlon Corp - 2015 Ironman Wisconsin	Paid	2015, Sept 9-14	Facility Rental	\$ 30,000	3-Dec-2013	30,000	7,278	\$ 3,222,398	\$ 30,000
TOTALS				\$ 56,375		32,800	9,253	\$ 4,735,738	\$ 56,375

*These figures represent direct spending by convention attendees and are based on direct spending formulas developed by Destination Marketing Association International. Formulas take into account Madison's specific destination. 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.