

MADISON

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GREATER MADISON CONVENTION & VISITORS BUREAU

22 E. MIFFLIN STREET, SUITE 200
MADISON, WI 53703

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MEMO

DATE: Tuesday, September 5, 2017

SUBJECT: MT BEAAC Meeting

MT BEAAC Meeting

Tuesday, September 12, 2017, > 4:00 – 5:00 PM
GMCVB Headquarters, 22 E. Mifflin Street, Suite 200

For calendar year 2017, the committee initially has \$195,000 to appropriate. After the July 18, 2017, meeting, there existed a remaining balance of \$198,090. Re-appropriations below of \$26,475, leaves the committee with available funds of \$224,565 to consider and appropriate at this meeting. There are four new items on the agenda totaling \$74,260, which will leave a remaining balance of \$150,305 in the fund.

The following is information on year to date funds available for re-appropriating at this 9/12/17 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 |
|---|-----------------|----------|---------------|--|
| American Society for Virology – 2017 Annual Meeting | 2017, Jun 22-28 | \$7,125 | 2/14/12 | Client could not receive more than the final rental Booking Charges Total. |
| National Garden Clubs – 2020 National Convention | 2020, May 11-17 | \$19,350 | 7/18/17 | Lost Opportunity. Client selected Potawatomi in Milwaukee; closer to where she is located. |

Total to Re-appropriate at this meeting \$26,475

Fund Requests for this meeting – September 12, 2017

| Group & Event Name | Event Dates | Amount | Use | Attendance | Room Nights | Direct Spending |
|--|-----------------|-----------------|-----------------|---------------|---------------|---------------------|
| EcoAdapt – 2019 National Adaptation Forum | 2019, Apr 22-26 | \$21,000 | Facility Rental | 1,100 | 1,500 | \$713,116 |
| World Triathlon Corp. – 2019 Ironman Wisconsin | 2019, Sept 3-9 | \$30,000 | Facility Rental | 30,000 | 5,250 | Est. \$3,100,000 |
| American Culinary Federation – 2019 Chef Connect West/Central Conference | 2019, Feb 22-26 | \$13,260 | Facility Rental | 400 | 884 | \$13,260 |
| US Dept. of Veterans Affairs – 2020 Golden Age Games | 2020, June 1-8 | \$10,000 | Facility Rental | 1,200 | 4,955 | \$1,544,443 |
| <u>Total Requests for this meeting</u> | | <u>\$74,260</u> | | <u>32,700</u> | <u>12,589</u> | <u>\$5,370,819</u> |