

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: Wednesday, August 29, 2018

SUBJECT: MT BEAAC Meeting

MT BEAAC Meeting

Wednesday, September 12, 2018 > 4:00 – 5:00 PM
GMCVB Headquarters, 22 E. Mifflin Street, Suite 200

For calendar year 2018, the committee initially had \$195,000 to appropriate. After the July 24, 2018, meeting, there existed a remaining balance of \$171,234. Re-appropriations below of \$44,232, leaves the committee with available funds of \$215,466 to consider and appropriate at this meeting. There are four new items on the agenda totaling \$66,375, and one revised request on the agenda (requesting and additional \$9,525), for a total of \$75,900 being requested, which will leave a remaining balance of \$139,566 in the fund.

The following is information on year to date funds available for re-appropriating at this 9/12/18 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
Access Intelligence – Ecommerce Operations Summit 2020	2020, Apr 12-16	\$18,000	5/8/18	Loss for Madison
Fed of US Teachers and Adjudicators of Highland Dancing - 2022	2022, July 20-24	\$15,000	2/13/18	Loss for Monona Terrace - The client selected Madison Marriott West for this event.
Cognitive Science Society – 2018 Annual Conference	2018, July 23-29	\$11,232	12/2/14 & 2/10/15	Did not meet required room pick-up for full \$26,850 award.

Total to Re-appropriate at this meeting \$44,232

Fund Requests for this meeting – July 24, 2018

Group & Event Name	Event Dates	Amount	Use	Attendance	Room Nights	Direct Spending
Midwest Food Products Assoc – 2020 Annual Convention	2020, Nov 30-Dec 3	\$12,975	Facility Rental	800	865	\$346,996
Midwest Food Products Assoc – 2021 Annual Convention	2021, Nov 29-Dec 2	\$12,975	Facility Rental	800	865	\$352,038
North Amer Network Operators Group – NANOG 82	2021, June 11-16	\$19,425	Facility Rental	1,000	1,295	\$671,192
Assoc of Children's Museums – InterActivity Conference 2022	2022, May 10-13	\$21,000	Facility Rental	900	1,400	\$741,771
<u>Total New Requests for this meeting</u>		<u>\$66,375</u>		<u>3,500</u>	<u>4,425</u>	<u>\$2,111,997</u>

Special Additional funds Request

Group & Event Name	Event Dates	Amount	Use	Attendance	Room Nights	Direct Spending
National Assoc of County Veteran Service Officers – Annual Conf 2021	2021, June 5-12	\$37,500	Facility Rental	700	2,500	\$988,866

This event was approved for \$27,975 based on 1,865 room nights at the 2/13/18 meeting of the MT BEAAC. The client has re-evaluated the potential room nights for this event and would like to raise the room nights and now request \$37,500 based on 2,500 total room nights. Please see enclosed revised request form.