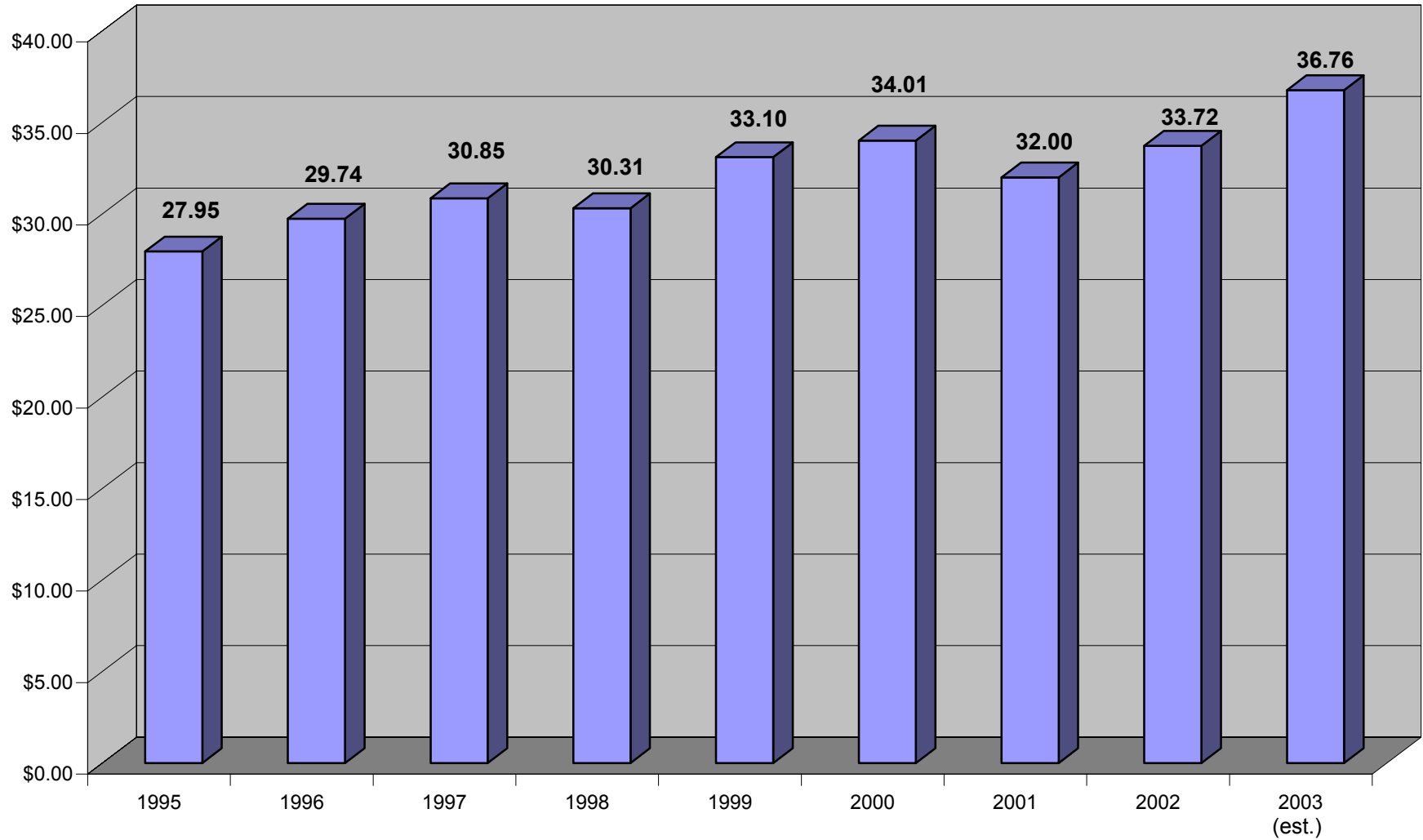
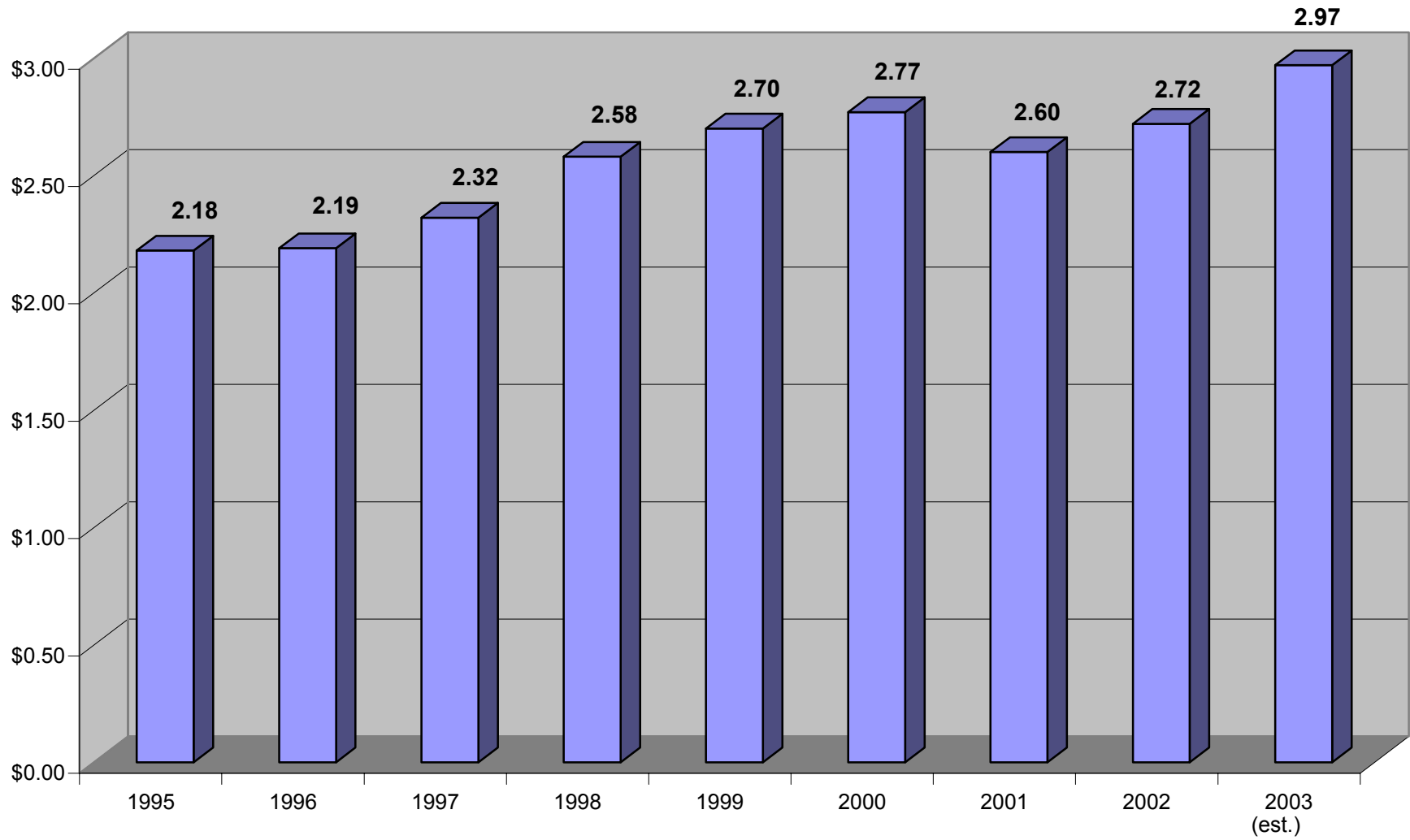


Madison Expenditures (1995-2003)
(millions)



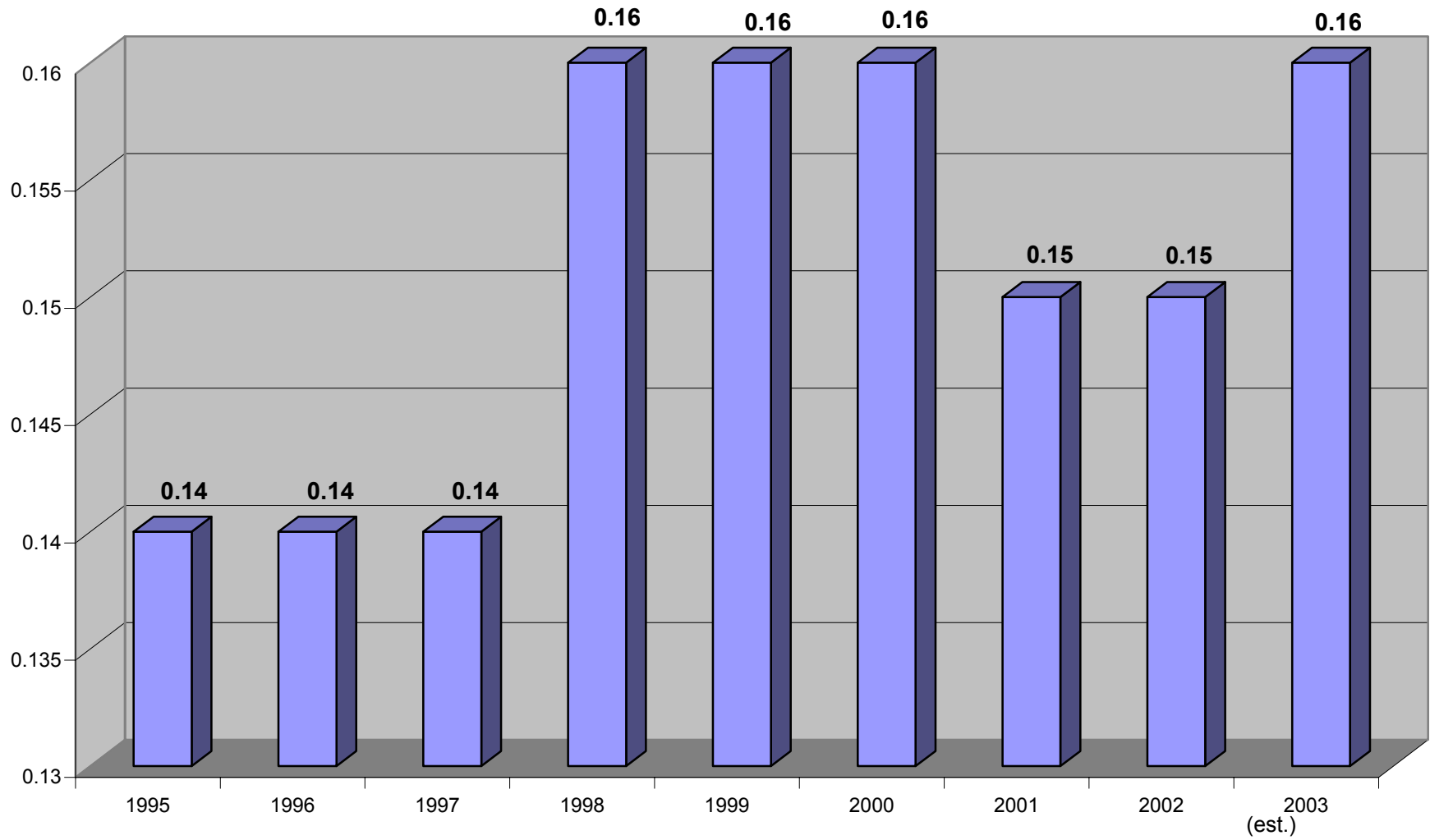
Source: Travel Industry Association of America

Madison Payroll (1995-2002)
(millions)



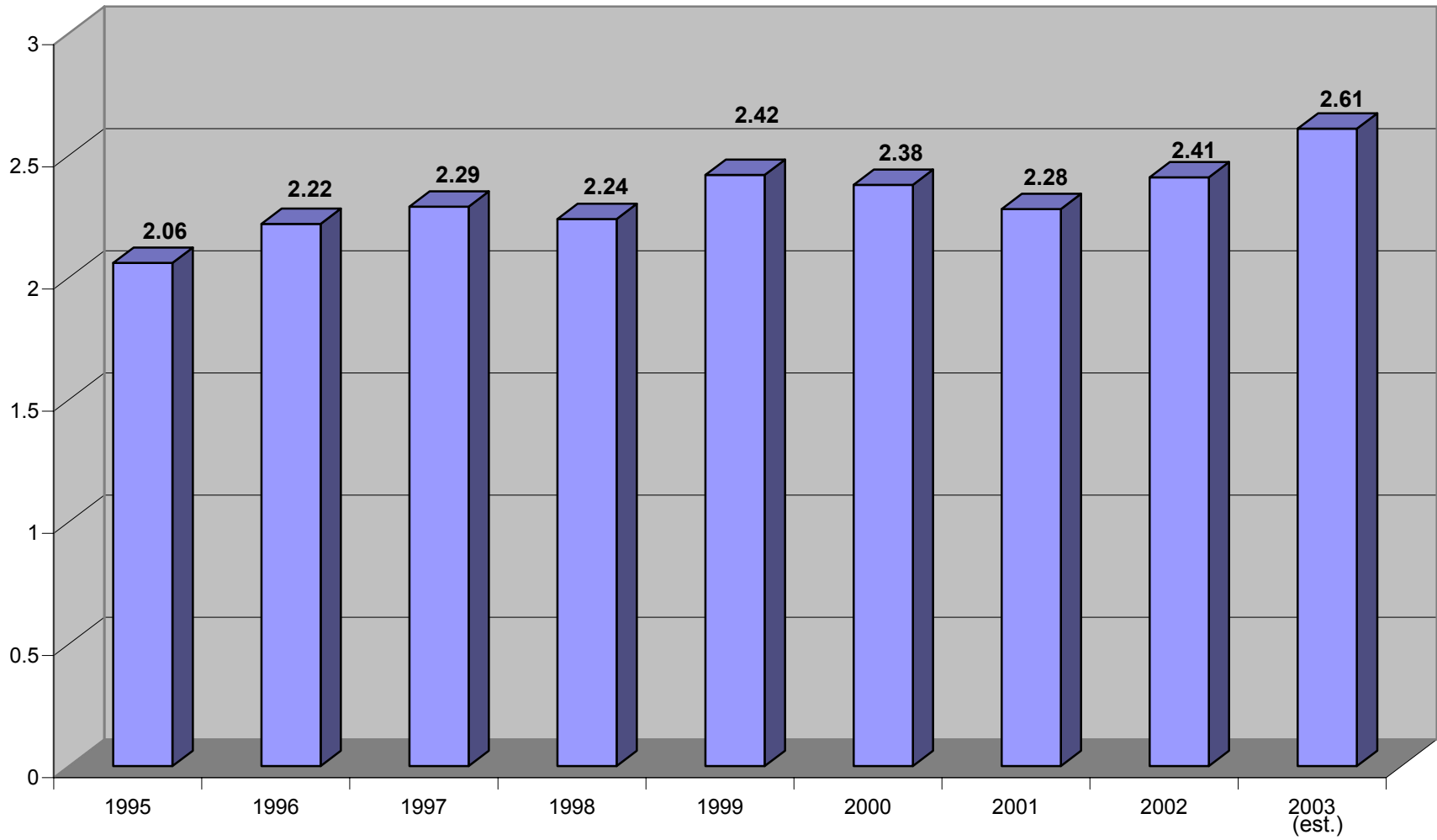
Source: Travel Industry Association of America

Madison Employment (1995-2003)
(thousands)



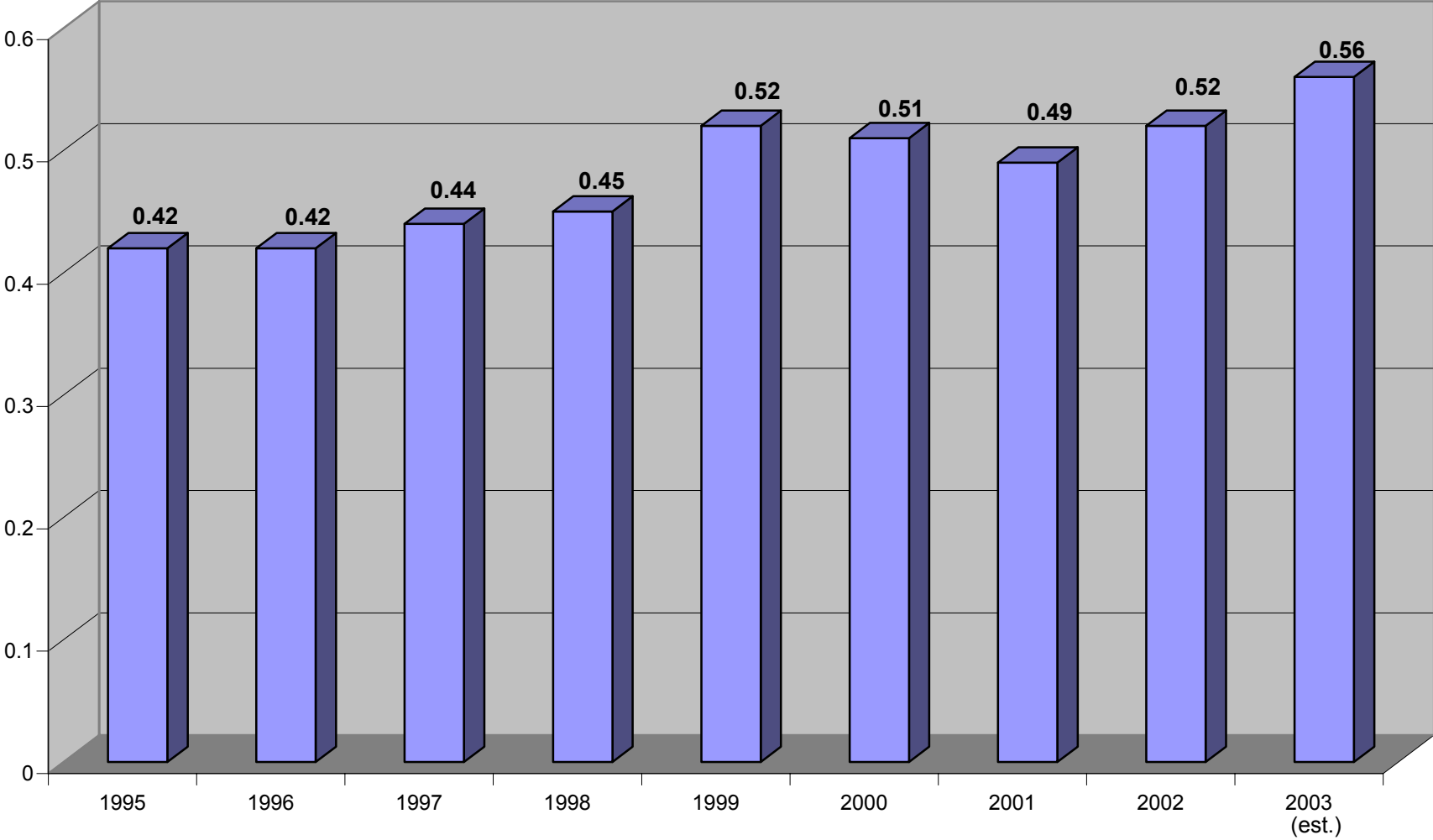
Source: Travel Industry Association of America

Madison State Tax Receipts (1995-2003)
(millions)



Source: Travel Industry Association of America

Madison Local Tax Receipts (1995-2003)
(millions)



Source: Travel Industry Association of America