

TO QUALIFY FOR ASSISTANCE, THE EVENT MUST MEET THE FOLLOWING REQUIREMENTS :

- ☒ This event meets Monona Terrace's definition of a convention.
- ☒ This event has not yet been contracted.
- ☒ This event has a minimum of 75 % programmed events at the Monona Terrace.
- ☒ This event uses a minimum of two hotels within the Madison Room Tax District.
- ☒ This event has an overflow hotel with a minimum room block of 50.

PLUS ONE OF THE FOLLOWING :

- ☒ This event has a minimum direct spending impact of \$100,000.
- ☒ This event has a minimum out of town attendance of 400.

Form Revised 6/24/14

DATE OF REQUEST	4/20/17			SALES MANAGER	Danielle Ziegler		
GROUP	Acres U.S.A.						
EVENT TITLE	2018 Conference					LEAD	117282
EVENT DATES	December 2-8, 2018 <small>(verify this does not conflict with major, annual events)</small>			AMOUNT REQUESTED	\$24,000		
ASSISTANCE TYPE	Non-Shuttle			FUND USE	Facility Rental		
PEAK ROOM NIGHTS (total peak)	485			TOTAL ROOM NIGHTS	1,650		
HOTEL BLOCK	1	2	3	4			
Hotel Name	Hilton Madison	Madison Concourse	Park Hotel	DoubleTree			
Peak Room Block Bid	150	250	100	40			

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	\$596,676
COMPETITION	see below	ATTENDANCE	1,500
DECISION DATE	12/29/17	EXPECTED CONTRACT REVENUE	\$33,963
HISTORY	1	2	3
MONTH & YEAR	December 2017 (Future)	November 2016	Last few years have been:
CITY	Columbus, OH	Omaha, NE	Indianapolis, Louisville, and Omaha
FACILITY	Hyatt Regency Hotel	HQ facility: Hilton Omaha	
BLOCK TOTAL	1650	1751	
PICK UP TOTAL		1355	

COMMENTS	Competition: Indianapolis Louisville, Omaha, St. Louis, Kansas City, Springfield, St. Paul see also attached MINT post-event report	OTHER FUNDING (external & internal)	\$5,000 GMCVB Grant
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TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

DOS Approval	
DOS Approval Date	4/21/17
CEO Approval	
CEO Approval Date	4/21/17

INTERNAL USE ONLY:

Committee Meeting	
Approval Date & Amount	

MINT Post-Event Report -- Acres U.S.A. Annual Conference

From: Christine Shimasaki [mailto:admin@empowermint.com]

Sent: Thursday, April 20, 2017 11:00 AM

To: Vanden Brook, Julie

Subject: You have received a MINT Post Event Report

Organization Information

Organization	Acres U.S.A.
Market Segment	AGRICULTURE, COMMODITIES, FOOD/FOOD PRODUCTS
Address	4029 Guadalupe
City / State / Zip / Country	Austin TX 78751 UNITED STATES
Phone / Fax	(512) 892-4400 512-892-4448
Web Address	http://WWW.ACRESUSA.COM

Meeting Information

Meeting Name / Frequency	Acres USA Conference / Varies
Region / State / Province	STATE / None
Budget / Schedule Flexibility	Budget: None Schedule: None
Usual Start Day	None Duration: 1 days

Meeting Planner Info

Name	Kathryn Walters
Title	Advertising & Special Events Manager & Co-Owner
Email	kathy@acresusa.com
Phone	(512) 892-4400

MINT History Information

Meeting Date / Location / Bureau	11/27/2016 [Sunday] - 12/2/2016 - Omaha NE UNITED STATES OMAHA		
Attendance / Peak Rooms	[Registered: 1000 Total: 1000] - [Reserved: 500 Picked Up: 405]		
Hotel Information	HQ Hotel: Hilton Omaha HQ Peak Rooms: 480 Hotels Used: 3 Total Room Nights: 1355 Housing: NONE		
Facilities Information	Largest Attendance: 1000 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 0		
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 0] [Other - 0]		
Room Flows	11/26/2016 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]
	11/27/2016 - Sunday	Reserved Rooms: 1 [0%]	Actual Rooms: 8 [2%]
	11/28/2016 - Monday	Reserved Rooms: 195 [39%]	Actual Rooms: 121 [30%]
	11/29/2016 - Tuesday	Reserved Rooms: 385 [77%]	Actual Rooms: 262 [65%]
	11/30/2016 - Wednesday	Reserved Rooms: 500 [100%]	Actual Rooms: 405 [100%]
	12/1/2016 - Thursday	Reserved Rooms: 500 [100%]	Actual Rooms: 391 [97%]
	12/2/2016 - Friday	Reserved Rooms: 170 [34%]	Actual Rooms: 157 [39%]
	12/3/2016 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 10 [2%]

MINT History Information

MINT History Information

Meeting Date / Location / Bureau	12/6/2007 [THURSDAY] - 12/8/2007 - LOUISVILLE KY UNITED STATES		
Attendance / Peak Rooms	[Registered: 700 Total: 700] - [Reserved: 359 Picked Up: 450]		
Hotel Information	HQ Hotel: LOUISVILLE MARRIOTT DOWNTOWN HQ Peak Rooms: 450 Hotels Used: 1 Total Room Nights: 1669 Housing: ASSOCIATION		
Facilities Information	Largest Attendance: 700 Simultaneous Rooms: 2 F&B Functions: 0 Largest Meal Attendance: 0		
Exhibit Information	Start/End Day: THU/SAT Site: HOTEL Gross/Net Sq Ft: 15000/7500 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 0] [Other - 95]		
Room Flows	12/1/2007 - Saturday	Reserved Rooms: 29 [8%]	Actual Rooms: 2 [0%]
	12/2/2007 - Sunday	Reserved Rooms: 84 [23%]	Actual Rooms: 35 [8%]
	12/3/2007 - Monday	Reserved Rooms: 89 [25%]	Actual Rooms: 47 [10%]
	12/4/2007 - Tuesday	Reserved Rooms: 164 [46%]	Actual Rooms: 99 [22%]
	12/5/2007 - Wednesday	Reserved Rooms: 299 [83%]	Actual Rooms: 352 [78%]
	12/6/2007 - Thursday	Reserved Rooms: 359 [100%]	Actual Rooms: 450 [100%]
	12/7/2007 - Friday	Reserved Rooms: 349 [97%]	Actual Rooms: 448 [100%]
	12/8/2007 - Saturday	Reserved Rooms: 179 [50%]	Actual Rooms: 236 [52%]

MINT History Information

Meeting Date / Location / Bureau	12/2/2002 [MONDAY] - 12/7/2002 - INDIANAPOLIS IN UNITED STATES		
Attendance / Peak Rooms	[Registered: 1000 Total: 1000] - [Reserved: 395 Picked Up: 377]		
Hotel Information	HQ Hotel: ADAM HQ Peak Rooms: 377 Hotels Used: 1 Total Room Nights: 1503 Housing: ASSOCIATION		
Facilities Information	Largest Attendance: 0 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 0		
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 0] [Other - 0]		
Room Flows	12/5/2002 - Thursday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]
	12/6/2002 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]
	12/7/2002 - Saturday	Reserved Rooms: 16 [4%]	Actual Rooms: 2 [1%]
	12/8/2002 - Sunday	Reserved Rooms: 84 [21%]	Actual Rooms: 42 [11%]
	12/9/2002 - Monday	Reserved Rooms: 86 [22%]	Actual Rooms: 90 [24%]
	12/10/2002 - Tuesday	Reserved Rooms: 128 [32%]	Actual Rooms: 112 [30%]
	12/11/2002 - Wednesday	Reserved Rooms: 295 [75%]	Actual Rooms: 294 [78%]
	12/12/2002 - Thursday	Reserved Rooms: 395 [100%]	Actual Rooms: 377 [100%]
	12/13/2002 - Friday	Reserved Rooms: 386 [98%]	Actual Rooms: 373 [99%]
	12/14/2002 - Saturday	Reserved Rooms: 225 [57%]	Actual Rooms: 205 [54%]
	12/15/2002 - Sunday	Reserved Rooms: 5 [1%]	Actual Rooms: 4 [1%]
	12/16/2002 - Monday	Reserved Rooms: 0 [0%]	Actual Rooms: 2 [1%]