

BOOKING INCENTIVE REQUEST

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 SALES MANAGER

GROUP

EVENT TITLE LEAD

EVENT DATES AMOUNT REQUESTED

(verify this does not conflict with major, annual events)

ASSISTANCE TYPE FUND USE

PEAK ROOM NIGHTS (total peak) TOTAL ROOM NIGHTS

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	BW Park Hotel		
Peak Room Block Bid	TBD	TBD		

GROUP STATUS DIRECT SPENDING IMPACT

COMPETITION ATTENDANCE

DECISION DATE EXPECTED CONTRACT REVENUE

HISTORY	1	2	3
MONTH & YEAR	Feb 2017/18	Feb 2016	Feb 2015
CITY	Salt Lake City	Madison	Madison
FACILITY	Salt Palace	Monona Terrace	Monona Terrace
BLOCK TOTAL		727	1236
PICK UP TOTAL		656	765

COMMENTS OTHER FUNDING (external & internal)

TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

DOS Approval
DOS Approval Date
CEO Approval
CEO Approval Date

INTERNAL USE ONLY:

Committee Meeting
Approval Date & Amount