

MT BEAAC INCENTIVE REQUEST

These funds (\$21,000) were approved on 12/7/16, for the year 2021. The client is now interested in 2023 or 2024 instead of 2021. This request is to roll-over AOS approved MT BEA funds of \$21,000 from 2021 to 2023 or 2024 event dates.

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.

DATE OF REQUEST		11/13/19		SALES MANAGER		Jeff Holcomb		
GROUP		American Ornithological Society						
EVENT TITLE		AOS 2023 or 2024				LEAD		118971
EVENT DATES		Primary Aug. 7-12, 2023 / Aug. 5-10, 2024 <small>(verify this does not conflict with major, annual events)</small>		AMOUNT REQUESTED		\$21,000		
ASSISTANCE TYPE		Non-Shuttle		FUND USE		Facility Rental		
PEAK ROOM NIGHTS (total peak)		375		TOTAL ROOM NIGHTS		1,400		
HOTEL BLOCK		1	2	3	4			
Hotel Name		Hilton Madison	Madison Concourse	Park Hotel	Additional DT Hotels			
Peak Room Block Bid		150	225	75	60			
GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$1,100,654		
COMPETITION		Northeastern United States		ATTENDANCE		900		
DECISION DATE		12/30/20		EXPECTED CONTRACT REVENUE		\$61,245		
HISTORY		1	2	3				
MONTH & YEAR		June 2019	April 2018	Aug 2017				
CITY		Anchorage	Tucson	East Lansing				
FACILITY		Hilton Anchorage	Hilton El Conquistador	Michigan State University				
BLOCK TOTAL		870						
PICK UP TOTAL		907						
COMMENTS		For additional history, see attached MINT report.				OTHER FUNDING (external & internal)		\$25,245 DM Grant

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

DOS Approval 
 DOS Approval Date 11/12/19

CEO Approval 
 CEO Approval Date 11/20/19

INTERNAL USE ONLY:

Committee Meeting _____
 Approval Date & Amount _____

Organization Information

Organization	American Ornithological Society
Market Segment	SCIENTIFIC, ENGINEERING, TECHNICAL, COMPUTERS
Address	1400 South Lake Shore Dr
City / State / Zip / Country	Chicago IL 60605 UNITED STATES
Phone / Fax	312-420-2292
Web Address	americanornithology.org

Meeting Information

Meeting Name / Frequency	Annual Meeting / Annual
Region / State / Province	STATE / OR
Budget / Schedule Flexibility	Budget: None Schedule: Moderate
Usual Start Day	Sunday Duration: 7 days

Meeting Planner Information

Name	Crystal Ruiz
Title	Director of Operations and Administration
Email	cruiz@americanornithology.org
Phone	(312) 665-7936

History Information-Data Not Reported

Meeting Date / Location / Bureau	8/12/2013 [Monday] - 8/18/2013 - CHICAGO IL UNITED STATES
Attendance / Peak Rooms	[Registered: 600 Total: 0] - [Reserved: 400 Picked Up: 0]
Hotel Information	HQ Hotel: PALMER HOUSE HILTON HQ Peak Rooms: 0 Hotels Used: 0 Total Room Nights: 0 Housing: 0
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]

MINT History Information

Meeting Date / Location / Bureau	8/3/2008 [SUNDAY] - 8/10/2009 - PORTLAND OR UNITED STATES		
Attendance / Peak Rooms	[Registered: 1400 Total: 1400] - [Reserved Peak: 350 Picked Up Peak: 350]		
Hotel Information	HQ Hotel: HILTON PORTLAND & EXECUTIVE TW HQ Peak Rooms: 350 Hotels Used: 1 Total Room Nights: 1757 Housing: ASSOCIATION		
Facilities Information	Largest Attendance: 1400 Simultaneous Rooms: 1 F&B Functions: 1 Largest Meal Attendance: 700		
Exhibit Information	Start/End Day: /Site: Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 0] [10x10 - 30] [Table Top - 0] [Other - 0]		
Notes	N/A		
Room Flows	8/3/2009 - Monday	Reserved Rooms: 130 [37%]	Actual Rooms: 133 [38%]
	8/4/2009 - Tuesday	Reserved Rooms: 323 [92%]	Actual Rooms: 319 [91%]
	8/5/2009 - Wednesday	Reserved Rooms: 349 [100%]	Actual Rooms: 349 [100%]

MINT History Information

	8/6/2009 - Thursday	Reserved Rooms: 350 [100%]	Actual Rooms: 350 [100%]
	8/7/2009 - Friday	Reserved Rooms: 321 [92%]	Actual Rooms: 324 [93%]
	8/8/2009 - Saturday	Reserved Rooms: 250 [71%]	Actual Rooms: 247 [71%]
	8/9/2009 - Sunday	Reserved Rooms: 38 [11%]	Actual Rooms: 33 [9%]
	8/10/2009 - Monday	Reserved Rooms: 1 [0%]	Actual Rooms: 2 [1%]