

MT BEAAC

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.

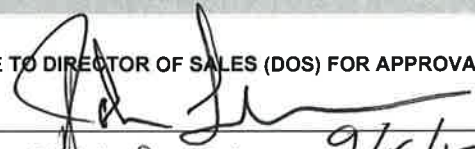
PLUS ONE OF THE FOLLOWING :

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

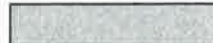
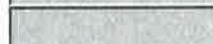
Form Revised 5/24/14

DATE OF REQUEST		9/5/17		SALES MANAGER		Danielle Ziegler		
GROUP		American Culinary Federation						
EVENT TITLE		2019 Chef Connect West/Central Conference				LEAD		117437
EVENT DATES		2019, Feb. 24-27 (plus March or April options)		AMOUNT REQUESTED		\$13,260		
		(verify this does not conflict with major, annual events)						
ASSISTANCE TYPE		Non-Shuttle		FUND USE		Facility Rental		
PEAK ROOM NIGHTS (total peak)		303		TOTAL ROOM NIGHTS		884		
HOTEL BLOCK		1		2		3		4
Hotel Name		Hilton		Concourse		Park Hotel		AC and/or Hyatt
Peak Room Block Bid		175		150		85		50
GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$297,183		
COMPETITION		Milwaukee, Oklahoma City, Omaha		ATTENDANCE		400		
DECISION DATE		10/6/17		EXPECTED CONTRACT REVENUE		\$44,158		
HISTORY		1		2		3		
MONTH & YEAR		Feb. 2017		April 2016		April 2015		
CITY		Chicago		Hawaii		Indianapolis		
FACILITY						Marriott Downtown		
BLOCK TOTAL								
PICK UP TOTAL						758		
COMMENTS		See attached MINT report for additional history.				OTHER FUNDING (external & internal)		

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

DOS Approval 
 DOS Approval Date 9/5/17
 CEO Approval 
 CEO Approval Date 9/5/17

INTERNAL USE ONLY:

Committee Meeting 
 Approval Date & Amount 

MINT Post Event Report

Organization Information

Organization	American Culinary Federation
Market Segment	AGRICULTURE, COMMODITIES, FOOD/FOOD PRODUCTS
Address	180 Center Pl. Way
City / State / Zip / Country	St. Augustine FL 32095 UNITED STATES
Phone / Fax	904-824-4468 904-940-0741
Web Address	acfcchefs.org

Meeting Information

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

Meeting Planner Info

Name	Debra Bulak
Email	dbulak@acfcchefs.org
Phone	904-824-4468x110

MINT History Information

Meeting Date / Location / Bureau	4/12/2015 [Sunday] - 4/15/2015 - Indianapolis IN UNITED STATES		
Attendance / Peak Rooms	[Registered: 600 Total: 600] - [Reserved: 450 Picked Up: 236]		
Hotel Information	HQ Hotel: Indianapolis Marriott Downtown HQ Peak Rooms: 236 Hotels Used: 1 Total Room Nights: 758		
Facilities Information	Largest Attendance: 600 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]		
Room Flows	4/9/2015 - Thursday	Reserved Rooms: 0 [0%]	Actual Rooms: 4 [2%]
	4/10/2015 - Friday	Reserved Rooms: 20 [4%]	Actual Rooms: 22 [9%]
	4/11/2015 - Saturday	Reserved Rooms: 25 [6%]	Actual Rooms: 83 [35%]
	4/12/2015 - Sunday	Reserved Rooms: 450 [100%]	Actual Rooms: 231 [98%]
	4/13/2015 - Monday	Reserved Rooms: 450 [100%]	Actual Rooms: 236 [100%]
	4/14/2015 - Tuesday	Reserved Rooms: 450 [100%]	Actual Rooms: 178 [75%]
	4/15/2015 - Wednesday	Reserved Rooms: 0 [0%]	Actual Rooms: 4 [2%]

MINT History Information

Meeting Date / Location / Bureau	3/16/2014 [Sunday] - 3/19/2014 - ST LOUIS MO UNITED STATES		
Attendance / Peak Rooms	[Registered: 550 Total: 550] - [Reserved: 202 Picked Up: 210]		
Hotel Information	HQ Hotel: RENAISSANCE GRAND HQ Peak Rooms: 210 Hotels Used: 1 Total Room Nights: 803 Housing: NONE		
Facilities Information	Largest Attendance: 200 Simultaneous Rooms: 1 F&B Functions: 11 Largest Meal Attendance: 550		
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 0]		
Room Flows	3/14/2014 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 12 [6%]
	3/15/2014 - Saturday	Reserved Rooms: 77 [38%]	Actual Rooms: 80 [38%]

MINT History Information

	3/16/2014 - Sunday	Reserved Rooms: 202 [100%]	Actual Rooms: 190 [90%]
	3/17/2014 - Monday	Reserved Rooms: 202 [100%]	Actual Rooms: 210 [100%]
	3/18/2014 - Tuesday	Reserved Rooms: 177 [88%]	Actual Rooms: 182 [87%]
	3/19/2014 - Wednesday	Reserved Rooms: 127 [63%]	Actual Rooms: 129 [61%]

MINT History Information

Meeting Date / Location / Bureau	3/10/2012 [Saturday] - 3/14/2012 - RENO NV UNITED STATES		
Attendance / Peak Rooms	[Registered: 500 Total: 500] - [Reserved: 225 Picked Up: 213]		
Hotel Information	HQ Hotel: JOHN ASCUAGA'S NUGGET HQ Peak Rooms: 213 Hotels Used: 1 Total Room Nights: 880 Housing:		
Facilities Information	Largest Attendance: 1 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 0		
Exhibit Information	Start/End Day: /Site: HOTEL Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 0]		
Notes	starting dates changed to 3/10/2012 from 2/17/2012.		
Room Flows	3/9/2012 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 20 [9%]
	3/10/2012 - Saturday	Reserved Rooms: 75 [33%]	Actual Rooms: 82 [37%]
	3/11/2012 - Sunday	Reserved Rooms: 200 [89%]	Actual Rooms: 219 [100%]
	3/12/2012 - Monday	Reserved Rooms: 225 [100%]	Actual Rooms: 213 [97%]
	3/13/2012 - Tuesday	Reserved Rooms: 200 [89%]	Actual Rooms: 188 [86%]
	3/14/2012 - Wednesday	Reserved Rooms: 150 [67%]	Actual Rooms: 156 [71%]
	3/15/2012 - Thursday	Reserved Rooms: 0 [0%]	Actual Rooms: 2 [1%]

MINT History Information

Meeting Date / Location / Bureau	4/27/2011 [Wednesday] - 5/3/2011 - PHOENIX AZ UNITED STATES		
Attendance / Peak Rooms	[Registered: 500 Total: 500] - [Reserved: 200 Picked Up: 194]		
Hotel Information	HQ Hotel: TALKING STICK RESORT HQ Peak Rooms: 200 Hotels Used: 1 Total Room Nights: 798 Housing:		
Facilities Information	Largest Attendance: 500 Simultaneous Rooms: 5 F&B Functions: 20 Largest Meal Attendance: 600		
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 0]		
Room Flows	4/27/2011 - Wednesday	Reserved Rooms: 0 [0%]	Actual Rooms: 5 [3%]
	4/28/2011 - Thursday	Reserved Rooms: 75 [38%]	Actual Rooms: 77 [40%]
	4/29/2011 - Friday	Reserved Rooms: 200 [100%]	Actual Rooms: 183 [94%]
	4/30/2011 - Saturday	Reserved Rooms: 200 [100%]	Actual Rooms: 194 [100%]
	5/1/2011 - Sunday	Reserved Rooms: 175 [88%]	Actual Rooms: 184 [95%]
	5/2/2011 - Monday	Reserved Rooms: 150 [75%]	Actual Rooms: 142 [73%]
	5/3/2011 - Tuesday	Reserved Rooms: 0 [0%]	Actual Rooms: 13 [7%]

Meeting Planner Info

Name	ROBERT GARLOUGH
Phone	616-234-3699

MINT History Information

Meeting Date / Location / Bureau	3/24/2007 [SATURDAY] - 3/28/2007 - MILWAUKEE WI UNITED STATES
Attendance / Peak Rooms	[Registered: 300 Total: 300] - [Reserved: 224 Picked Up: 169]

Meeting Planner Info

Hotel Information	HQ Hotel: HILTON MILWAUKEE CITY CENTER HQ Peak Rooms: 169 Hotels Used: 1 Total Room Nights: 569		
Facilities Information	Largest Attendance: 0 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 0		
Exhibit Information	Start/End Day: SATURDAY/WED Site: CONVENTION CENTER Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0		
Room Flows	3/23/2007 - Friday	Reserved Rooms: 4 [2%]	Actual Rooms: 13 [8%]
	3/24/2007 - Saturday	Reserved Rooms: 25 [11%]	Actual Rooms: 101 [60%]
	3/25/2007 - Sunday	Reserved Rooms: 150 [67%]	Actual Rooms: 169 [100%]
	3/26/2007 - Monday	Reserved Rooms: 224 [100%]	Actual Rooms: 167 [99%]
	3/27/2007 - Tuesday	Reserved Rooms: 199 [89%]	Actual Rooms: 119 [70%]
	3/28/2007 - Wednesday	Reserved Rooms: 0 [0%]	Actual Rooms: 0 [0%]

MINT History Information

Meeting Date / Location / Bureau	4/2/2001 [MONDAY] - 4/10/2001 - GRAND RAPIDS MI UNITED STATES		
Attendance / Peak Rooms	[Registered: 400 Total: 400] - [Reserved: 175 Picked Up: 213]		
Hotel Information	HQ Hotel: AMWAY GRAND PLA HQ Peak Rooms: 213 Hotels Used: 1 Total Room Nights: 616 Housing:		
Facilities Information	Largest Attendance: 400 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]		
Room Flows	4/2/2001 - Monday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]
	4/3/2001 - Tuesday	Reserved Rooms: 0 [0%]	Actual Rooms: 9 [4%]
	4/4/2001 - Wednesday	Reserved Rooms: 76 [43%]	Actual Rooms: 36 [17%]
	4/5/2001 - Thursday	Reserved Rooms: 175 [100%]	Actual Rooms: 173 [81%]
	4/6/2001 - Friday	Reserved Rooms: 175 [100%]	Actual Rooms: 213 [100%]
	4/7/2001 - Saturday	Reserved Rooms: 162 [93%]	Actual Rooms: 175 [82%]
	4/8/2001 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 8 [4%]
	4/9/2001 - Monday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]

MINT History Information

Meeting Date / Location / Bureau	3/30/2000 [THURSDAY] - 4/2/2000 - KANSAS CITY MO UNITED STATES		
Attendance / Peak Rooms	[Registered: 495 Total: 495] - [Reserved: 200 Picked Up: 179]		
Hotel Information	HQ Hotel: WESTIN CROWN HQ Peak Rooms: 179 Hotels Used: 1 Total Room Nights: 570 Housing: OTHER		
Facilities Information	Largest Attendance: 495 Simultaneous Rooms: 5 F&B Functions: 0 Largest Meal Attendance: 510		
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 0]		
Room Flows	3/27/2000 - Monday	Reserved Rooms: 1 [1%]	Actual Rooms: 2 [1%]
	3/28/2000 - Tuesday	Reserved Rooms: 1 [1%]	Actual Rooms: 3 [2%]
	3/29/2000 - Wednesday	Reserved Rooms: 50 [25%]	Actual Rooms: 62 [35%]
	3/30/2000 - Thursday	Reserved Rooms: 175 [88%]	Actual Rooms: 152 [85%]
	3/31/2000 - Friday	Reserved Rooms: 200 [100%]	Actual Rooms: 179 [100%]
	4/1/2000 - Saturday	Reserved Rooms: 200 [100%]	Actual Rooms: 164 [92%]
	4/2/2000 - Sunday	Reserved Rooms: 2 [1%]	Actual Rooms: 7 [4%]
	4/3/2000 - Monday	Reserved Rooms: 1 [1%]	Actual Rooms: 1 [1%]