

MT BEAAC

BOOKING INCENTIVE REQUEST

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

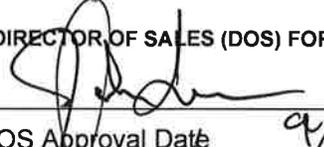
- This event meets Monona Terrace's definition of a convention.
- This event has not yet been contracted.
- This event has a minimum of 75 % programmed events at the Monona Terrace.
- This event uses a minimum of two hotels within the Madison Room Tax District.
- This event has an overflow hotel with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

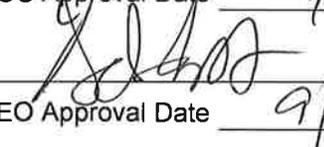
PLUS ONE OF THE FOLLOWING :

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

DATE OF REQUEST		8/13/19		SALES MANAGER		Jeff Holcomb	
GROUP				North American Singers Association			
EVENT TITLE				2022 Saengerfest		LEAD	
						118477	
EVENT DATES		June 9-12, 2022		AMOUNT REQUESTED		\$12,375	
		<small>(verify this does not conflict with major, annual events)</small>					
ASSISTANCE TYPE		Non-Shuttle		FUND USE		Facility Rental	
PEAK ROOM NIGHTS (total peak)		400		TOTAL ROOM NIGHTS		825	
HOTEL BLOCK		1	2	3	4		
Hotel Name		Hilton	Park	Concourse	Additional Hotels		
Peak Room Block Bid		150	75	50	125		
GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$1,595,459	
COMPETITION		None		ATTENDANCE		800	
DECISION DATE		12/27/19		EXPECTED CONTRACT REVENUE		\$24,341	
HISTORY		1	2	3			
MONTH & YEAR		2019					
CITY		Peoria					
FACILITY		convention center					
BLOCK TOTAL		756					
PICK UP TOTAL		316					
COMMENTS		additional attendees stayed outside contracted hotel block			OTHER FUNDING <small>(external & internal)</small>		DM Internal Grant \$7,000

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

DOS Approval 
 DOS Approval Date 9/4/19

CEO Approval 
 CEO Approval Date 9/7/19

INTERNAL USE ONLY:

Committee Meeting

Approval Date & Amount