

GREATER MADISON CONVENTION & VISITORS BUREAU  
615 E. WASHINGTON AVENUE > MADISON, WI > 53703  
WWW.VISITMADISON.COM

**BOOKING INCENTIVE REQUEST**

4/27/16 Request to change from 2019 to 2021  
new dates: Aug. 24-28, 2021

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		2013-11-25		SALES MANAGER		Ann Shea		
GROUP		Federation of Genealogical Societies						
EVENT TITLE		2019 Annual Convention				LEAD		113278
EVENT DATES		August 28-31, 2019 <small>(verify this does not conflict with major, annual events)</small>		AMOUNT REQUESTED		\$30,000		
ASSISTANCE TYPE		Non-Shuttle		FUND USE		Facility Rental		
PEAK ROOM NIGHTS (total peak)		400		TOTAL ROOM NIGHTS		2,000		
<b>HOTEL BLOCK</b>		1	2	3	4			
Hotel Name		Hilton	TBD	TBD	TBD			
Peak Room Block Bid		150	TBD	TBD	TBD			

GROUP STATUS		New		DIRECT SPENDING IMPACT		est. \$1,340,589	
COMPETITION		TBD		ATTENDANCE		1,500	
DECISION DATE		09/01/2014		EXPECTED CONTRACT REVENUE		\$70,000	

HISTORY	1	2	3
MONTH & YEAR	August 2013	August 2012	August 2011
CITY	Fort Wayne, IN	Birmingham, AL	Springfield, IL
FACILITY	Grand Wayne Convention Center	Sheraton Birmingham	Hilton Springfield
BLOCK TOTAL	requested	see attached	see attached
PICK UP TOTAL			

COMMENTS		MINT report attached		OTHER FUNDING (external & internal)		\$20,000 External	
----------	--	----------------------	--	-------------------------------------	--	-------------------	--

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

DOS Approval Rebecca J Ramsey  
 DOS Approval Date 12/2/13  
 CEO Approval [Signature]  
 CEO Approval Date 11/25/13

INTERNAL USE ONLY :	
Committee Meeting :	12/3/13
Approval Date & Amount :	12/3/13 \$30,000
Scanned :	
Check Request :	
CRM & Tracking Updated :	

# empowerMINT 2.0 - Your Exclusive Meeting Information Network!

## Query Builder

This report has been emailed to: SHEA@VISITMADISON.COM

Tip: To print this report, use your browser's File > Print mechanism

Organization Information																																		
Organization	FEDERATION OF GENEALOGICAL SOCIETIES																																	
Market Segment	CULTURAL, FINE ARTS, LIBRARIES																																	
Address	P.O. Box 200940																																	
City / State / Zip / Country	Austin TX 78720-0940 UNITED STATES																																	
Phone / Fax	888-FGS-1500 866-FGS-1350																																	
Web Address	www.fgs.org																																	
Meeting Information																																		
Meeting Name / Frequency	Annual National Conference / Annual																																	
Region / State / Province	US NATIONAL / None																																	
Budget / Schedule Flexibility	Budget: Average Cost Schedule: Minimal																																	
Usual Start Day	Wednesday Duration: 8 days																																	
Meeting Planner Information																																		
Name	CURT WITCHER																																	
Email	CWITCHER@ACPL.LIB.IN.US																																	
Phone	260-421-1226																																	
History Information																																		
Meeting Date / Location / Bureau	8/28/2012 [Tuesday] - 9/1/2012 - BIRMINGHAM AL UNITED STATES BIRMGHAM																																	
Attendance / Peak Rooms	[ Registered: 1000 Total: 1200 ] - [ Reserved: 300 Picked Up: 383 ]																																	
Hotel Information	HQ Hotel: SHERATON BIRMINGHAM HQ Peak Rooms: 383 Hotels Used: 1 Total Room Nights: 1676 Housing: OTHER																																	
Facilities Information	Largest Attendance: 800 Simultaneous Rooms: 13 F&B Functions: 19 Largest Meal Attendance: 400																																	
Exhibit Information	Start/End Day: Thursday/Saturday Site: CONVENTION CENTER Gross/Net Sq Ft: 69/0 Move In/Out Days: 1 / 1 Number of Exhibits: [ 8x10 - 0 ] [ 10x10 - 0 ] [ Table Top - 0 ] [ Other - 0 ]																																	
Notes																																		
Room Flows	<table border="0"> <tr> <td>8/24/2012 - Friday</td> <td>Reserved Rooms: 0 [0%]</td> <td>Actual Rooms: 1 [0%]</td> </tr> <tr> <td>8/25/2012 - Saturday</td> <td>Reserved Rooms: 7 [2%]</td> <td>Actual Rooms: 5 [1%]</td> </tr> <tr> <td>8/26/2012 - Sunday</td> <td>Reserved Rooms: 50 [13%]</td> <td>Actual Rooms: 10 [3%]</td> </tr> <tr> <td>8/27/2012 - Monday</td> <td>Reserved Rooms: 120 [30%]</td> <td>Actual Rooms: 47 [12%]</td> </tr> <tr> <td>8/28/2012 - Tuesday</td> <td>Reserved Rooms: 280 [70%]</td> <td>Actual Rooms: 237 [62%]</td> </tr> <tr> <td>8/29/2012 - Wednesday</td> <td>Reserved Rooms: 400 [100%]</td> <td>Actual Rooms: 364 [95%]</td> </tr> <tr> <td>8/30/2012 - Thursday</td> <td>Reserved Rooms: 400 [100%]</td> <td>Actual Rooms: 383 [100%]</td> </tr> <tr> <td>8/31/2012 - Friday</td> <td>Reserved Rooms: 400 [100%]</td> <td>Actual Rooms: 367 [96%]</td> </tr> <tr> <td>9/1/2012 - Saturday</td> <td>Reserved Rooms: 290 [73%]</td> <td>Actual Rooms: 250 [65%]</td> </tr> <tr> <td>9/2/2012 - Sunday</td> <td>Reserved Rooms: 50 [13%]</td> <td>Actual Rooms: 10 [3%]</td> </tr> <tr> <td>9/3/2012 - Monday</td> <td>Reserved Rooms: 3 [1%]</td> <td>Actual Rooms: 2 [1%]</td> </tr> </table>	8/24/2012 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]	8/25/2012 - Saturday	Reserved Rooms: 7 [2%]	Actual Rooms: 5 [1%]	8/26/2012 - Sunday	Reserved Rooms: 50 [13%]	Actual Rooms: 10 [3%]	8/27/2012 - Monday	Reserved Rooms: 120 [30%]	Actual Rooms: 47 [12%]	8/28/2012 - Tuesday	Reserved Rooms: 280 [70%]	Actual Rooms: 237 [62%]	8/29/2012 - Wednesday	Reserved Rooms: 400 [100%]	Actual Rooms: 364 [95%]	8/30/2012 - Thursday	Reserved Rooms: 400 [100%]	Actual Rooms: 383 [100%]	8/31/2012 - Friday	Reserved Rooms: 400 [100%]	Actual Rooms: 367 [96%]	9/1/2012 - Saturday	Reserved Rooms: 290 [73%]	Actual Rooms: 250 [65%]	9/2/2012 - Sunday	Reserved Rooms: 50 [13%]	Actual Rooms: 10 [3%]	9/3/2012 - Monday	Reserved Rooms: 3 [1%]	Actual Rooms: 2 [1%]
8/24/2012 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]																																
8/25/2012 - Saturday	Reserved Rooms: 7 [2%]	Actual Rooms: 5 [1%]																																
8/26/2012 - Sunday	Reserved Rooms: 50 [13%]	Actual Rooms: 10 [3%]																																
8/27/2012 - Monday	Reserved Rooms: 120 [30%]	Actual Rooms: 47 [12%]																																
8/28/2012 - Tuesday	Reserved Rooms: 280 [70%]	Actual Rooms: 237 [62%]																																
8/29/2012 - Wednesday	Reserved Rooms: 400 [100%]	Actual Rooms: 364 [95%]																																
8/30/2012 - Thursday	Reserved Rooms: 400 [100%]	Actual Rooms: 383 [100%]																																
8/31/2012 - Friday	Reserved Rooms: 400 [100%]	Actual Rooms: 367 [96%]																																
9/1/2012 - Saturday	Reserved Rooms: 290 [73%]	Actual Rooms: 250 [65%]																																
9/2/2012 - Sunday	Reserved Rooms: 50 [13%]	Actual Rooms: 10 [3%]																																
9/3/2012 - Monday	Reserved Rooms: 3 [1%]	Actual Rooms: 2 [1%]																																
History Information																																		
Meeting Date / Location / Bureau	9/4/2011 [Sunday] - 9/10/2011 - Springfield IL UNITED STATES SPRG IL																																	
Attendance / Peak Rooms	[ Registered: 1700 Total: 2000 ] - [ Reserved: 320 Picked Up: 472 ]																																	
Hotel Information	HQ Hotel: Hilton Springfield Hotel HQ Peak Rooms: 313 Hotels Used: 3 Total Room Nights: 2070 Housing: NONE																																	
Facilities Information	Largest Attendance: 1600 Simultaneous Rooms: 15 F&B Functions: 0 Largest Meal Attendance: 0																																	
Exhibit Information	Start/End Day: Wednesday/Saturday Site: CONVENTION CENTER Gross/Net Sq Ft: 35000/0 Move In/Out Days: 2 / 1 Number of Exhibits: [ 8x10 - 0 ] [ 10x10 - 80 ] [ Table Top - 0 ] [ Other - 0 ]																																	
Notes																																		
Room Flows	<table border="0"> <tr> <td>9/3/2011 - Saturday</td> <td>Reserved Rooms: 0 [0%]</td> <td>Actual Rooms: 8 [2%]</td> </tr> <tr> <td>9/4/2011 - Sunday</td> <td>Reserved Rooms: 0 [0%]</td> <td>Actual Rooms: 37 [8%]</td> </tr> <tr> <td>9/5/2011 - Monday</td> <td>Reserved Rooms: 20 [6%]</td> <td>Actual Rooms: 97 [21%]</td> </tr> <tr> <td>9/6/2011 - Tuesday</td> <td>Reserved Rooms: 245 [77%]</td> <td>Actual Rooms: 296 [63%]</td> </tr> <tr> <td>9/7/2011 - Wednesday</td> <td>Reserved Rooms: 320 [100%]</td> <td>Actual Rooms: 454 [96%]</td> </tr> <tr> <td>9/8/2011 - Thursday</td> <td>Reserved Rooms: 320 [100%]</td> <td>Actual Rooms: 472 [100%]</td> </tr> <tr> <td>9/9/2011 - Friday</td> <td>Reserved Rooms: 320 [100%]</td> <td>Actual Rooms: 437 [93%]</td> </tr> </table>	9/3/2011 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 8 [2%]	9/4/2011 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 37 [8%]	9/5/2011 - Monday	Reserved Rooms: 20 [6%]	Actual Rooms: 97 [21%]	9/6/2011 - Tuesday	Reserved Rooms: 245 [77%]	Actual Rooms: 296 [63%]	9/7/2011 - Wednesday	Reserved Rooms: 320 [100%]	Actual Rooms: 454 [96%]	9/8/2011 - Thursday	Reserved Rooms: 320 [100%]	Actual Rooms: 472 [100%]	9/9/2011 - Friday	Reserved Rooms: 320 [100%]	Actual Rooms: 437 [93%]												
9/3/2011 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 8 [2%]																																
9/4/2011 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 37 [8%]																																
9/5/2011 - Monday	Reserved Rooms: 20 [6%]	Actual Rooms: 97 [21%]																																
9/6/2011 - Tuesday	Reserved Rooms: 245 [77%]	Actual Rooms: 296 [63%]																																
9/7/2011 - Wednesday	Reserved Rooms: 320 [100%]	Actual Rooms: 454 [96%]																																
9/8/2011 - Thursday	Reserved Rooms: 320 [100%]	Actual Rooms: 472 [100%]																																
9/9/2011 - Friday	Reserved Rooms: 320 [100%]	Actual Rooms: 437 [93%]																																

9/10/2011 - Saturday Reserved Rooms: 195 [61%] Actual Rooms: 253 [54%]  
 9/11/2011 - Sunday Reserved Rooms: 0 [0%] Actual Rooms: 16 [3%]

**History Information**

Meeting Date / Location / Bureau	8/18/2010 [Wednesday] - 8/21/2010 - KNOXVILLE TN UNITED STATES KNOXVL
Attendance / Peak Rooms	[ Registered: 700 Total: 700 ] - [ Reserved: 469 Picked Up: 321 ]
Hotel Information	HQ Hotel: HILTON HQ Peak Rooms: 199 Hotels Used: 2 Total Room Nights: 1466 Housing: ASSOCIATION
Facilities Information	Largest Attendance: 700 Simultaneous Rooms: 14 F&B Functions: 0 Largest Meal Attendance: 145
Exhibit Information	Start/End Day: Thursday/Saturday Site: CONVENTION CENTER Gross/Net Sq Ft: 50000/25000 Move In/Out Days: 1 / 1 Number of Exhibits: [ 8x10 - 0 ] [ 10x10 - 60 ] [ Table Top - 0 ] [ Other - 0 ]
Notes	
Room Flows	8/14/2010 - Saturday Reserved Rooms: 14 [3%] Actual Rooms: 5 [2%] 8/15/2010 - Sunday Reserved Rooms: 14 [3%] Actual Rooms: 14 [4%] 8/16/2010 - Monday Reserved Rooms: 79 [17%] Actual Rooms: 78 [24%] 8/17/2010 - Tuesday Reserved Rooms: 444 [95%] Actual Rooms: 232 [72%] 8/18/2010 - Wednesday Reserved Rooms: 469 [100%] Actual Rooms: 315 [98%] 8/19/2010 - Thursday Reserved Rooms: 469 [100%] Actual Rooms: 321 [100%] 8/20/2010 - Friday Reserved Rooms: 469 [100%] Actual Rooms: 308 [96%] 8/21/2010 - Saturday Reserved Rooms: 142 [30%] Actual Rooms: 187 [58%] 8/22/2010 - Sunday Reserved Rooms: 27 [6%] Actual Rooms: 4 [1%] 8/23/2010 - Monday Reserved Rooms: 7 [1%] Actual Rooms: 2 [1%] 8/24/2010 - Tuesday Reserved Rooms: 7 [1%] Actual Rooms: 0 [0%]

**History Information-Data Not Reported**

Meeting Date / Location / Bureau	8/29/2009 [ ] - 9/9/2009 - LITTLE ROCK, AR AR UNITED STATES LITTLE RK
Attendance / Peak Rooms	[ Registered: 1200 Total: ] - [ Reserved: 550 Picked Up: ]
Hotel Information	HQ Hotel: PEABODY LITTLE ROCK HQ Peak Rooms: Hotels Used: 2 Total Room Nights: Housing:
Facilities Information	Largest Attendance: Simultaneous Rooms: F&B Functions: Largest Meal Attendance:
Exhibit Information	Start/End Day: /Site: CONVENTION CENTER Gross/Net Sq Ft: / Move In/Out Days: / Number of Exhibits: [ 8x10 - ] [ 10x10 - ] [ Table Top - ] [ Other - ]
Notes	
Room Flows	

\*\* Please note that not all of the Searchable Fields are required fields in MINT. So results may vary based on field selection.

**Help us improve MINT!**

Enter your feedback, questions, or bug reports below. In addition, please submit notice on any "duplicate" information found in the system.

Submit