

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	9/4/19		SALES MANAGER	Jeff Holcomb	
GROUP	Wisconsin Society of Science Teachers				
EVENT TITLE	WSST 2023 Conference			LEAD	118911
EVENT DATES	March 9-11, 2023 (verify this does not conflict with major, annual events)		AMOUNT REQUESTED	\$3,750	
ASSISTANCE TYPE	Non-Shuttle		FUND USE	Facility Rental	
PEAK ROOM NIGHTS (total peak)	175		TOTAL ROOM NIGHTS	250	
HOTEL BLOCK	1	2	3	4	
Hotel Name	Hilton	Concourse	Park		
Peak Room Block Bid	175	50	50		
GROUP STATUS	Pending		DIRECT SPENDING IMPACT	\$274,115	
COMPETITION	Wisconsin Dells		ATTENDANCE	500	
DECISION DATE	12/31/19		EXPECTED CONTRACT REVENUE	\$19,336	
HISTORY	1	2	3		
MONTH & YEAR	March 2019	March 2014	March 2013		
CITY	Madison	Appleton	Wausau		
FACILITY	Monona Terrace	Radisson Paper Valley	Patriot Center		
BLOCK TOTAL	335	300			
PICK UP TOTAL	295	233			
COMMENTS				OTHER FUNDING (external & internal)	DM Grant \$5,000

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

DOS Approval

DOS Approval Date

9/14/19

CEO Approval

CEO Approval Date

9/7/19

INTERNAL USE ONLY:

Committee Meeting

Approval Date & Amount