destination madison™

MT BEA FUND
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	6/27/24
Sales Manager	Keola Shimooka

Group MARC - Mid-America Regulatory Conference

Event Name MARC 2026   Lead # 120966

Event Dates June 07-10, 2026   Amount Requested $12,135
Verify this does not conflict with major annual events.

Fund Use   Facility Rental

Peak Room Nights (total peak)	275	Total Room Nights	809

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton	Embassy	Park	
Peak Room Block Bid	100	100	75	

Lead Status	Pending	Direct Spending Impact	$738,235
Competition	Midwest Cities	Attendance	600
Decision Date	07/31/24	Expected Contract Revenue	$30,000

HISTORY

	1	2	3
Month & Year	June 2024	June 2023	June 2019
City	Minneapolis, MN	Grand Rapids, MI	Des Moines, IA
Facility	Renaissance Minneapolis	JW Marriott Grand Rapids	Hilton Des Moines Downtown
Block Total	500 attendees	400 attendees	165 peaks at HQ Hotel
Pick Up Total	250 on Peak = Total 750 pickup out of 700 contracted	200 on Peak	192 on Peak total = Picked up 572 out of 429 contracted

Comments

Other Funding $11,865 DM Grant
(external & internal)

Email form or Print and give (with any attachments) to Senior Convention Sales Coordinator – Who will route to VP and CEO for Approval.

VP Approval	*[signature]*	Date	6/27/24
CEO Approval	*[signature]*	Date	6.28.24

Internal Use Only:
Committee Meeting Approval Date & Amount

visitmadison.com
800-373-6376   608-255-2537
22 e. mifflin st., suite 200   madison, wi 53703