

**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 6/24/14

DATE OF REQUEST	2016-10-18	SALES MANAGER	Danielle Ziegler
GROUP	Uniform Law Commission		
EVENT TITLE	2020 Annual Meeting	LEAD	117140
EVENT DATES	July 6-17, 2020; July 13-24, 2020; or July 20-31 <small>(verify this does not conflict with major, annual events)</small>	AMOUNT REQUESTED	\$27,000
ASSISTANCE TYPE	Non-Shuttle	FUND USE	Facility Rental

PEAK ROOM NIGHTS (total peak)	270	TOTAL ROOM NIGHTS	1,800
<b>HOTEL BLOCK</b>	1	2	3
Hotel Name	Hilton Madison	Concourse	BW Park Hotel
Peak Room Block Bid	165	100	50

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	\$730,635
COMPETITION	Orlando, Minneapolis, Indianapolis, New York, DC	ATTENDANCE	500
DECISION DATE	09/29/2017	EXPECTED CONTRACT REVENUE	\$52,310

HISTORY	1	2	3
MONTH & YEAR	July 2016	July 2015	July 2014
CITY	Stowe, VT	Williamsburg, VA	Seattle, WA
FACILITY	Stowe Mountain Lodge	Williamsburg Lodge	Westin Seattle
BLOCK TOTAL	1830	—	1497
PICK UP TOTAL	1659	1798	1396

COMMENTS	OTHER FUNDING <small>(external &amp; internal)</small>	\$10,000 GMCVB Internal Fund
2010 was the last time in the Midwest and room pick-up was 1,733		

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

DOS Approval [Signature]  
 DOS Approval Date 11-19-16

CEO Approval [Signature]  
 CEO Approval Date 11-19-16

**INTERNAL USE ONLY:**

Committee Meeting                     

Approval Date & Amount