

**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	11/3/16		SALES MANAGER	Jeff Holcomb	
GROUP	American Ornithologists' Union				
EVENT TITLE	North American Ornithological Conference 2021			LEAD	No lead yet
EVENT DATES	July 16-21, 2021 <small>(verify this does not conflict with major, annual events)</small>		AMOUNT REQUESTED	\$21,000	
ASSISTANCE TYPE	Non-Shuttle		FUND USE	Facility Rental	
PEAK ROOM NIGHTS (total peak)	400		TOTAL ROOM NIGHTS	1,400	
<b>HOTEL BLOCK</b>	1	2	3	4	
Hotel Name	Hilton	Park Hotel	Concourse		
Peak Room Block Bid	150	150	100		

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	Estimate \$800,000
COMPETITION	Minneapolis	ATTENDANCE	1,000
DECISION DATE	12/29/17	EXPECTED CONTRACT REVENUE	\$44,587

HISTORY	1	2	3
MONTH & YEAR	August 2016	August 2015	September 2014
CITY	Washington, DC	Norman Oklahoma	Estes Park, CO
FACILITY	Washington Hilton	University of Oklahoma	YMCA of the Rockies
BLOCK TOTAL			
PICK UP TOTAL			

COMMENTS	See attached MINT history.	OTHER FUNDING (external & internal)	
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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	

**Subject:** You have received a MINT Post Event Report

### Organization Information

Organization	<a href="#">American Ornithologists Union</a>
Market Segment	SCIENTIFIC, ENGINEERING, TECHNICAL, COMPUTERS
Address	1400 S. Lake Shore Drive
City/ State /Zip/ Country	Chicago IL 60605 UNITED STATES
Phone / Fax	312-420-2292
Web Address	<a href="http://www.aou.org">www.aou.org</a>

### Meeting Information

Meeting Name / Frequency	<a href="#">Annual Meeting</a> / Varies
Region / State /Province	NONE / OR
Budget / Schedule Flexibility	Budget: None Schedule: None
Usual Start Day	None Duration: 1 days

### Meeting Planner Information

Name	<a href="#">Scott Gillihan</a>
Title	Manager, Member Database
Email	<a href="mailto:aoumembership@gmail.com">aoumembership@gmail.com</a>
Phone	254-776-3767

### History Information-Data Not Reported

Meeting Date / Location / Bureau	<a href="#">8/12/2013 [Monday]</a> - <a href="#">8/18/2013</a> - CHICAGO IL UNITED STATES CHICAGO
Attendance / Peak Rooms	[ Registered: 600 Total: 0 ] - [ Reserved: 400 Picked Up: 0 ]
Hotel Information	HQ Hotel: PALMER HOUSE HILTON HQ Peak Rooms: 0 Hotels Used: 0 Total Room Nights: 0 Housing: NONE
Facilities Information	Largest Attendance: 0 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 0
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [ 8x10 - 0 ] [ 10x10 - 0 ] [ Table Top - 0 ] [ Other - 0 ]

### MINT History Information

Meeting Date / Location / Bureau	<a href="#">8/3/2008 [SUNDAY]</a> - <a href="#">8/10/2009</a> - PORTLAND OR UNITED STATES PRTLDR OR		
Attendance / Peak Rooms	[ Registered: 1400 Total: 1400 ] - [ Reserved: 350 Picked Up: 350 ]		
Hotel Information	HQ Hotel: HILTON PORTLAND & EXECUTIVE TW HQ Peak Rooms: 350 Hotels Used: 1 Total Room Nights: 1757 Housing: ASSOCIATION		
Facilities Information	Largest Attendance: 1400 Simultaneous Rooms: 1 F&B Functions: 1 Largest Meal Attendance: 700		
Exhibit Information	Start/End Day: /Site: Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [ 8x10 - 0 ] [ 10x10 - 30 ] [ Table Top - 0 ] [ Other - 0 ]		
Room Flows	8/3/2009 - Monday	Reserved Rooms: 130 [37%]	Actual Rooms: 133 [38%]
	8/4/2009 - Tuesday	Reserved Rooms: 323 [92%]	Actual Rooms: 319 [91%]
	8/5/2009 - Wednesday	Reserved Rooms: 349 [100%]	Actual Rooms: 349 [100%]
	8/6/2009 - Thursday	Reserved Rooms: 350 [100%]	Actual Rooms: 350 [100%]
	8/7/2009 - Friday	Reserved Rooms: 321 [92%]	Actual Rooms: 324 [93%]
	8/8/2009 - Saturday	Reserved Rooms: 250 [71%]	Actual Rooms: 247 [71%]
	8/9/2009 - Sunday	Reserved Rooms: 38 [11%]	Actual Rooms: 33 [9%]
	8/10/2009 - Monday	Reserved Rooms: 1 [0%]	Actual Rooms: 2 [1%]