

MT BEAAC

BOOKING INCENTIVE REQUEST

22 E. MIFFLIN STREET, SUITE 200
MADISON, WI 53703

www.visitmadison.com

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	EcoAdapt		
EVENT TITLE	5th National Adaptation Forum	LEAD	118896
EVENT DATES	April 20-22, 2021 <small>(verify this does not conflict with major, annual events)</small>	AMOUNT REQUESTED	\$19,125
ASSISTANCE TYPE	Non-Shuttle	FUND USE	Facility Rental

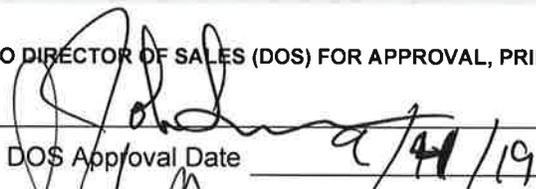
PEAK ROOM NIGHTS (total peak)	400	TOTAL ROOM NIGHTS	1,275
HOTEL BLOCK	1	2	3
Hotel Name	Hilton	Concourse	AC Hotel
Peak Room Block Bid	150	185	110

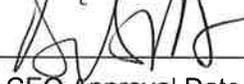
GROUP STATUS	Pending	DIRECT SPENDING IMPACT	\$701,136
COMPETITION	Memphis, Denver	ATTENDANCE	1,100
DECISION DATE	12/28/19	EXPECTED CONTRACT REVENUE	\$46,549

HISTORY	1	2	3
MONTH & YEAR	April 2019	May 2017	
CITY	Madison	St. Paul	
FACILITY	Monona Terrace	Rivercentre	
BLOCK TOTAL	1435	1584	
PICK UP TOTAL	1218	1431	

COMMENTS	OTHER FUNDING <small>(external & internal)</small>	DM Internal Grant \$7,500
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TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

DOS Approval 
 DOS Approval Date 9/4/19

CEO Approval 
 CEO Approval Date 9/7/19

INTERNAL USE ONLY:

Committee Meeting

Approval Date & Amount