

**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	11/16/2018	SALES MANAGER	Brandon Holstein
GROUP	American Volkssport Association		
EVENT TITLE	2021 Biennial Convention	LEAD	118585
EVENT DATES	06/30 - 07/02/2018 <small>(verify this does not conflict with major, annual events)</small>	AMOUNT REQUESTED	\$7,650
ASSISTANCE TYPE	Non-Shuttle	FUND USE	Facility Rental

PEAK ROOM NIGHTS (total peak)	175		TOTAL ROOM NIGHTS	600
<b>HOTEL BLOCK</b>	1	2	3	4
Hotel Name	Hilton Madison Monona Terrace	Concourse Hotel	Best Western Premier Park Hotel	Madison Marriott West
Peak Room Block Bid	100	175	100	175

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	\$244,029.20
COMPETITION	Unknown	ATTENDANCE	300
DECISION DATE	June 2019	EXPECTED CONTRACT REVENUE	\$13,244

HISTORY	1	2	3
MONTH & YEAR	June 2017	June 2011	
CITY	Billings, Montana	Des Moines, Iowa	
FACILITY	Red Lion Convention Hotel	Polk County Convention Complex	
BLOCK TOTAL	600	1275	
PICK UP TOTAL	654	621	

COMMENTS	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 \_\_\_\_\_  
 DOS Approval Date 11/8/18

CEO Approval \_\_\_\_\_  
 CEO Approval Date 11/9/18

**INTERNAL USE ONLY:**

Committee Meeting \_\_\_\_\_  
 Approval Date & Amount \_\_\_\_\_