

MADISON

GOING > BEYOND > VISIT™

GREATER MADISON CONVENTION & VISITORS BUREAU

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

www.visitmadison.com

MT BEAAC BOOKING INCENTIVE REQUEST

TO QUALIFY FOR ASSISTANCE, THE EVENT MUST MEET THE FOLLOWING REQUIREMENTS :

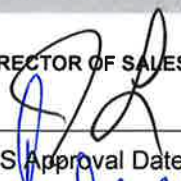
- ☒ This event meets Monona Terrace's definition of a convention.
- ☒ This event has not yet been contracted.
- ☒ This event has a minimum of 75 % programmed events at the Monona Terrace.
- ☒ This event uses a minimum of two hotels within the Madison Room Tax District.
- ☒ This event has an overflow 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	11/7/18		SALES MANAGER	Emily Wendt	
GROUP	Federation of Genealogical Societies				
EVENT TITLE	2021, 2022 OR 2023 Annual National Conference			LEAD	118693
EVENT DATES	8/31-9/4/2021; 8/30-9/3/2022; 9/5-9/2023 (verify this does not conflict with major, annual events)		AMOUNT REQUESTED	\$27,000	
ASSISTANCE TYPE	Non-Shuttle		FUND USE	Facility Rental	
PEAK ROOM NIGHTS (total peak)	500		TOTAL ROOM NIGHTS	1,800	
HOTEL BLOCK	1	2	3	4	
Hotel Name	Hilton	Concourse	Park Hotel	TBD	
Peak Room Block Bid	150	TBD	TBD		
GROUP STATUS	Pending		DIRECT SPENDING IMPACT	\$1,182,765	
COMPETITION	unknown at this time		ATTENDANCE	1,500	
DECISION DATE	12/31/19		EXPECTED CONTRACT REVENUE	\$62,825	
HISTORY	1	2	3		
MONTH & YEAR	Aug 2018	Aug/Sept 2017	Aug/Sept 2016		
CITY	Ft. Wayne, IN	Pittsburgh, PA	Springfield, IL		
FACILITY	Grand Wayne Convention Center	David L. Lawrence Convention Center	Prairie Capital Convention Center		
BLOCK TOTAL		2275			
PICK UP TOTAL		1410 (just at HQ, Westin)			
COMMENTS	See also MINT History attached			OTHER FUNDING (external & internal)	GMCVB grant

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 

Sent: Wednesday, November 7, 2018 9:00 AM

MINT Post Event Report

Organization Information

Organization	Federation of Genealogical Societies
Market Segment	CULTURAL, FINE ARTS, LIBRARIES
Address	Federation of Genealogical Societies
City / State / Zip / Country	Austin TX 78720-0940 UNITED STATES
Phone / Fax	888-347-1500 866-347-1350
Web Address	fgs.org/

Meeting Information

Meeting Name / Frequency	Annual National Conference / Annual
Region / State / Province	US NATIONAL / None
Budget / Schedule Flexibility	Budget: Average Cost Schedule: Minimal
Usual Start Day	Wednesday Duration: 8 days

Meeting Planner Info

Name	David Rencher
Title	Chair, Conference Planning Committee
Email	rencherde@familysearch.org
Phone	888-347-1500

MINT History Information

Meeting Date / Location / Bureau	8/30/2017 [Wednesday] - 9/2/2017 - Pittsburgh PA UNITED STATES
Attendance / Peak Rooms	[Registered: 1500 Total: 1230] - [Reserved: 400 Picked Up: 333]
Hotel Information	HQ Hotel: Westin Convention Center HQ Peak Rooms: 280 Hotels Used: 2 Total Room Nights: 1410
Facilities Information	Largest Attendance: 1200 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]

Room Flows	8/26/2017 - Saturday	Reserved Rooms: 7 [2%]	Actual Rooms: 0 [0%]
	8/27/2017 - Sunday	Reserved Rooms: 60 [13%]	Actual Rooms: 0 [0%]
	8/28/2017 - Monday	Reserved Rooms: 145 [32%]	Actual Rooms: 52 [16%]
	8/29/2017 - Tuesday	Reserved Rooms: 320 [71%]	Actual Rooms: 179 [54%]
	8/30/2017 - Wednesday	Reserved Rooms: 450 [100%]	Actual Rooms: 320 [96%]
	8/31/2017 - Thursday	Reserved Rooms: 450 [100%]	Actual Rooms: 333 [100%]
	9/1/2017 - Friday	Reserved Rooms: 450 [100%]	Actual Rooms: 323 [97%]
	9/2/2017 - Saturday	Reserved Rooms: 330 [73%]	Actual Rooms: 194 [58%]
	9/3/2017 - Sunday	Reserved Rooms: 60 [13%]	Actual Rooms: 7 [2%]
	9/4/2017 - Monday	Reserved Rooms: 3 [1%]	Actual Rooms: 2 [1%]

MINT History Information

Meeting Date / Location / Bureau	8/28/2012 [Tuesday] - 9/1/2012 - BIRMINGHAM AL UNITED STATES
Attendance / Peak Rooms	[Registered: 1000 Total: 1200] - [Reserved: 300 Picked Up: 383]

MINT History Information

Hotel Information	HQ Hotel: SHERATON BIRMINGHAM HQ Peak Rooms: 383 Hotels Used: 1 Total Room Nights: 1676 Housing: OTHER		
Facilities Information	Largest Attendance: 800 Simultaneous Rooms: 13 F&B Functions: 19 Largest Meal Attendance: 400		
Exhibit Information	Start/End Day: Thursday/Saturday Site: CONVENTION CENTER Gross/Net Sq Ft: 69/0 Move In/Out Days: 1 / 1 Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 0] [Other - 0]		
Room Flows	8/24/2012 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]
	8/25/2012 - Saturday	Reserved Rooms: 7 [2%]	Actual Rooms: 5 [1%]
	8/26/2012 - Sunday	Reserved Rooms: 50 [13%]	Actual Rooms: 10 [3%]
	8/27/2012 - Monday	Reserved Rooms: 120 [30%]	Actual Rooms: 47 [12%]
	8/28/2012 - Tuesday	Reserved Rooms: 280 [70%]	Actual Rooms: 237 [62%]
	8/29/2012 - Wednesday	Reserved Rooms: 400 [100%]	Actual Rooms: 364 [95%]
	8/30/2012 - Thursday	Reserved Rooms: 400 [100%]	Actual Rooms: 383 [100%]
	8/31/2012 - Friday	Reserved Rooms: 400 [100%]	Actual Rooms: 367 [96%]
	9/1/2012 - Saturday	Reserved Rooms: 290 [73%]	Actual Rooms: 250 [65%]
	9/2/2012 - Sunday	Reserved Rooms: 50 [13%]	Actual Rooms: 10 [3%]
	9/3/2012 - Monday	Reserved Rooms: 3 [1%]	Actual Rooms: 2 [1%]

MINT History Information

Meeting Date / Location / Bureau	9/4/2011 [Sunday] - 9/10/2011 - Springfield IL UNITED STATES		
Attendance / Peak Rooms	[Registered: 1700 Total: 2000] - [Reserved: 320 Picked Up: 472]		
Hotel Information	HQ Hotel: Hilton Springfield Hotel HQ Peak Rooms: 313 Hotels Used: 3 Total Room Nights: 2070		
Facilities Information	Largest Attendance: 1600 Simultaneous Rooms: 15 F&B Functions: 0 Largest Meal Attendance: 0		
Exhibit Information	Start/End Day: Wednesday/Saturday Site: CONVENTION CENTER Gross/Net Sq Ft: 35000/0 Move In/Out Days: 2 / 1 Number of Exhibits: [8x10 - 0] [10x10 - 80] [Table Top - 0] [Other - 0]		
Room Flows	9/3/2011 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 8 [2%]
	9/4/2011 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 37 [8%]
	9/5/2011 - Monday	Reserved Rooms: 20 [6%]	Actual Rooms: 97 [21%]
	9/6/2011 - Tuesday	Reserved Rooms: 245 [77%]	Actual Rooms: 296 [63%]
	9/7/2011 - Wednesday	Reserved Rooms: 320 [100%]	Actual Rooms: 454 [96%]
	9/8/2011 - Thursday	Reserved Rooms: 320 [100%]	Actual Rooms: 472 [100%]
	9/9/2011 - Friday	Reserved Rooms: 320 [100%]	Actual Rooms: 437 [93%]
	9/10/2011 - Saturday	Reserved Rooms: 195 [61%]	Actual Rooms: 253 [54%]
	9/11/2011 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 16 [3%]

MINT History Information

Meeting Date / Location / Bureau	8/18/2010 [Wednesday] - 8/21/2010 - KNOXVILLE TN UNITED STATES		
Attendance / Peak Rooms	[Registered: 700 Total: 700] - [Reserved: 469 Picked Up: 321]		
Hotel Information	HQ Hotel: HILTON HQ Peak Rooms: 199 Hotels Used: 2 Total Room Nights: 1466 Housing:		
Facilities Information	Largest Attendance: 700 Simultaneous Rooms: 14 F&B Functions: 0 Largest Meal Attendance: 145		