

BOOKING INCENTIVE REQUEST

GREATER MADISON CONVENTION & VISITORS BUREAU
615 E. WASHINGTON AVENUE • 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	11/4/16	SALES MANAGER	Jeff Holcomb
GROUP	Association of Public Health Laboratories		
EVENT TITLE	2019 APHL Annual Meeting	LEAD	117160
EVENT DATES	June 1-6, 2019 <small>(verify this does not conflict with major, annual events)</small>	AMOUNT REQUESTED	\$19,500
ASSISTANCE TYPE	Non-Shuttle	FUND USE	Facility Rental

PEAK ROOM NIGHTS (total peak)	325		TOTAL ROOM NIGHTS	1,300
HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Concourse	Park Hotel	DoubleTree
Peak Room Block Bid	150	150	100	40

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	\$485,518
COMPETITION	Milwaukee, Omaha, St. Louis, Austin, Minneapolis	ATTENDANCE	500
DECISION DATE	12/30/16	EXPECTED CONTRACT REVENUE	\$54,689

HISTORY	1	2	3
MONTH & YEAR	June 2016	May 2015	June 2014
CITY	Albuquerque, NM	Indianapolis, IN	Little Rock, AR
FACILITY	Albuquerque Conv Center/Hyatt Regency	Indiana Convention Center/Westin	Statehouse Conv Cntr/Little Rock Marriott
BLOCK TOTAL	1,103	429	600
PICK UP TOTAL	1,167	943	590

COMMENTS	some pickup info is from HQ hotel only	OTHER FUNDING (external & internal)	\$20,000 GMCVB Grant
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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 11-17-16

INTERNAL USE ONLY:
 Committee Meeting _____
 Approval Date & Amount _____