

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		9/4/19		SALES MANAGER		Jeff Holcomb	
GROUP				American Association of Physics Teachers			
EVENT TITLE				2023 Summer Meeting		LEAD	
						118897	
EVENT DATES		July 14-19, 2023		AMOUNT REQUESTED		\$30,000	
		<small>(verify this does not conflict with major, annual events)</small>					
ASSISTANCE TYPE		Non-Shuttle		FUND USE		Facility Rental	
PEAK ROOM NIGHTS (total peak)		475		TOTAL ROOM NIGHTS		2,000	
HOTEL BLOCK		1		2		3	
Hotel Name		Hilton		Concourse		Park	
						Additional Hotels	
Peak Room Block Bid		150		200		100	
						70	
GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$976,357	
COMPETITION		Milwaukee		ATTENDANCE		1,100	
DECISION DATE		12/31/19		EXPECTED CONTRACT REVENUE		\$62,710	
HISTORY		1		2		3	
MONTH & YEAR		July 2018		July 2017		July 2016	
CITY		Washington, DC		Covington, KY		Sacramento	
FACILITY		Renaissance		Marriott RiverCenter		Cal State & Sheraton Grand	
BLOCK TOTAL		2519				2354	
PICK UP TOTAL		2067				2132	
COMMENTS						OTHER FUNDING (external & internal)	
						DM Grant \$27,610	

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 _____