

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		11/19/19		SALES MANAGER		Sarah Lemmers	
GROUP Collaborative Family Healthcare Association							
EVENT TITLE				CFHA Annual Conference 2021			
EVENT DATES				October 14-16, 2021 <small>(verify this does not conflict with major, annual events)</small>			
ASSISTANCE TYPE				Non-Shuttle			
AMOUNT REQUESTED				\$10,680			
FUND USE				Facility Rental			
PEAK ROOM NIGHTS (total peak)		250		TOTAL ROOM NIGHTS		712	
HOTEL BLOCK		The Lead is forthcoming		2		3	
Hotel Name		DT Hotels TBD					
Peak Room Block Bid		<i>* see attached history</i>					
GROUP STATUS				New			
COMPETITION				Various U.S. Cities			
DECISION DATE				3/31/20			
DIRECT SPENDING IMPACT				\$362,383			
ATTENDANCE				450			
EXPECTED CONTRACT REVENUE				\$23,381			
HISTORY							
MONTH & YEAR		1		2		3	
CITY		Denver		Rochester, NY		Houston	
FACILITY		Sheraton Downtown Denver		Hyatt Regency		Royal Sonesta Hotel Houston	
BLOCK TOTAL						805	
PICK UP TOTAL						715	
COMMENTS						OTHER FUNDING	
See attached MINT report for additional history.						(external & internal)	

TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

DOS Approval *[Signature]*
 DOS Approval Date 11/19/19
 CEO Approval *[Signature]*
 CEO Approval Date 11/20/19

INTERNAL USE ONLY:

Committee Meeting
 Approval Date & Amount

MINT History Collaborative Family Health Care Annual Conference

Organization Information

Organization	Collaborative Family Healthcare Association
Market Segment	HEALTH & MEDICAL
Address	P.O. Box 23980
City / State / Zip / Country	Rochester NY 14692-3980 UNITED STATES
Phone / Fax	585-482-8210 585-482-2901
Web Address	cfha.net

Meeting Information

Meeting Name / Frequency	Annual Conference / Varies
Region / State / Province	STATE / None
Budget / Schedule Flexibility	Budget: None Schedule: None
Usual Start Day	Wednesday Duration: 1 days

Meeting Planner Information

Name	Steffani Blackstock
Title	Manager, Conferences
Email	CFHA@ascentmeetings.com
Phone	720-940-4880

History Information-Data Not Reported

Meeting Date / Location / Bureau	10/14/2019 [Monday] - 10/20/2019 - Denver CO UNITED STATES
Attendance / Peak Rooms	[Registered: 500 Total: 0] - [Reserved: 275 Picked Up: 0]
Hotel Information	HQ Hotel: HQ Peak Rooms: 0 Hotels Used: 0 Total Room Nights: 0 Housing: NONE
Facilities Information	Largest Attendance: 0 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]

MINT History Information

Meeting Date / Location / Bureau	10/19/2017 [Thursday] - 10/21/2017 - Houston TX UNITED STATES		
Attendance / Peak Rooms	[Registered: 500 Total: 500] - [Reserved: 270 Picked Up: 234]		
Hotel Information	HQ Hotel: Royal Sonesta Hotel Houston HQ Peak Rooms: 234 Hotels Used: 1 Total Room Nights: 715 Housing: ASSOCIATION		
Facilities Information	Largest Attendance: 500 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]		
Notes			
Room Flows	10/16/2017 - Monday	Reserved Rooms: 5 [2%]	Actual Rooms: 10 [4%]
	10/17/2017 - Tuesday	Reserved Rooms: 10 [4%]	Actual Rooms: 19 [8%]
	10/18/2017 - Wednesday	Reserved Rooms: 150 [56%]	Actual Rooms: 115 [49%]

MINT History Information

10/19/2017 - Thursday	Reserved Rooms: 270 [100%]	Actual Rooms: 234 [100%]
10/20/2017 - Friday	Reserved Rooms: 270 [100%]	Actual Rooms: 230 [98%]
10/21/2017 - Saturday	Reserved Rooms: 100 [37%]	Actual Rooms: 107 [46%]

MINT History Information

Meeting Date / Location / Bureau	10/13/2016 [Thursday] - 10/15/2016 - Charlotte NC UNITED STATES																			
Attendance / Peak Rooms	[Registered: 500 Total: 246] - [Reserved: 255 Picked Up: 246]																			
Hotel Information	HQ Hotel: Westin Charlotte Hotel HQ Peak Rooms: 246 Hotels Used: 1 Total Room Nights: 717 Housing: NONE																			
Facilities Information	Largest Attendance: 500 Simultaneous Rooms: 1 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	<table border="1"> <tr> <td>10/10/2016 - Monday</td> <td>Reserved Rooms: 5 [2%]</td> <td>Actual Rooms: 2 [1%]</td> </tr> <tr> <td>10/11/2016 - Tuesday</td> <td>Reserved Rooms: 18 [7%]</td> <td>Actual Rooms: 20 [8%]</td> </tr> <tr> <td>10/12/2016 - Wednesday</td> <td>Reserved Rooms: 142 [56%]</td> <td>Actual Rooms: 132 [54%]</td> </tr> <tr> <td>10/13/2016 - Thursday</td> <td>Reserved Rooms: 255 [100%]</td> <td>Actual Rooms: 246 [100%]</td> </tr> <tr> <td>10/14/2016 - Friday</td> <td>Reserved Rooms: 235 [92%]</td> <td>Actual Rooms: 232 [94%]</td> </tr> <tr> <td>10/15/2016 - Saturday</td> <td>Reserved Rooms: 93 [36%]</td> <td>Actual Rooms: 85 [35%]</td> </tr> </table>		10/10/2016 - Monday	Reserved Rooms: 5 [2%]	Actual Rooms: 2 [1%]	10/11/2016 - Tuesday	Reserved Rooms: 18 [7%]	Actual Rooms: 20 [8%]	10/12/2016 - Wednesday	Reserved Rooms: 142 [56%]	Actual Rooms: 132 [54%]	10/13/2016 - Thursday	Reserved Rooms: 255 [100%]	Actual Rooms: 246 [100%]	10/14/2016 - Friday	Reserved Rooms: 235 [92%]	Actual Rooms: 232 [94%]	10/15/2016 - Saturday	Reserved Rooms: 93 [36%]	Actual Rooms: 85 [35%]
10/10/2016 - Monday	Reserved Rooms: 5 [2%]	Actual Rooms: 2 [1%]																		
10/11/2016 - Tuesday	Reserved Rooms: 18 [7%]	Actual Rooms: 20 [8%]																		
10/12/2016 - Wednesday	Reserved Rooms: 142 [56%]	Actual Rooms: 132 [54%]																		
10/13/2016 - Thursday	Reserved Rooms: 255 [100%]	Actual Rooms: 246 [100%]																		
10/14/2016 - Friday	Reserved Rooms: 235 [92%]	Actual Rooms: 232 [94%]																		
10/15/2016 - Saturday	Reserved Rooms: 93 [36%]	Actual Rooms: 85 [35%]																		

MINT History Information

Meeting Date / Location / Bureau	10/12/2015 [Monday] - 10/18/2015 - Portland OR UNITED STATES																																					
Attendance / Peak Rooms	[Registered: 400 Total: 400] - [Reserved: 305 Picked Up: 282]																																					
Hotel Information	HQ Hotel: Portland Marriott Downtown Wat HQ Peak Rooms: 282 Hotels Used: 1 Total Room Nights: 839 Housing: ASSOCIATION																																					
Facilities Information	Largest Attendance: 400 Simultaneous Rooms: 0 F&B Functions: Largest Meal Attendance:																																					
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: / Move In/Out Days: / Number of Exhibits: [8x10 -] [10x10 -] [Table Top -] [Other -]																																					
Room Flows	<table border="1"> <tr> <td>10/9/2015 - Friday</td> <td>Reserved Rooms: 0 [0%]</td> <td>Actual Rooms: 0 [0%]</td> </tr> <tr> <td>10/10/2015 - Saturday</td> <td>Reserved Rooms: 0 [0%]</td> <td>Actual Rooms: 0 [0%]</td> </tr> <tr> <td>10/11/2015 - Sunday</td> <td>Reserved Rooms: 0 [0%]</td> <td>Actual Rooms: 0 [0%]</td> </tr> <tr> <td>10/12/2015 - Monday</td> <td>Reserved Rooms: 5 [2%]</td> <td>Actual Rooms: 2 [1%]</td> </tr> <tr> <td>10/13/2015 - Tuesday</td> <td>Reserved Rooms: 25 [8%]</td> <td>Actual Rooms: 10 [4%]</td> </tr> <tr> <td>10/14/2015 - Wednesday</td> <td>Reserved Rooms: 120 [39%]</td> <td>Actual Rooms: 118 [42%]</td> </tr> <tr> <td>10/15/2015 - Thursday</td> <td>Reserved Rooms: 305 [100%]</td> <td>Actual Rooms: 282 [100%]</td> </tr> <tr> <td>10/16/2015 - Friday</td> <td>Reserved Rooms: 305 [100%]</td> <td>Actual Rooms: 281 [100%]</td> </tr> <tr> <td>10/17/2015 - Saturday</td> <td>Reserved Rooms: 120 [39%]</td> <td>Actual Rooms: 133 [47%]</td> </tr> <tr> <td>10/18/2015 - Sunday</td> <td>Reserved Rooms: 0 [0%]</td> <td>Actual Rooms: 12 [4%]</td> </tr> <tr> <td>10/19/2015 - Monday</td> <td>Reserved Rooms: 0 [0%]</td> <td>Actual Rooms: 1 [0%]</td> </tr> <tr> <td>10/20/2015 - Tuesday</td> <td>Reserved Rooms: 0 [0%]</td> <td>Actual Rooms: 0 [0%]</td> </tr> </table>		10/9/2015 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 0 [0%]	10/10/2015 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 0 [0%]	10/11/2015 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 0 [0%]	10/12/2015 - Monday	Reserved Rooms: 5 [2%]	Actual Rooms: 2 [1%]	10/13/2015 - Tuesday	Reserved Rooms: 25 [8%]	Actual Rooms: 10 [4%]	10/14/2015 - Wednesday	Reserved Rooms: 120 [39%]	Actual Rooms: 118 [42%]	10/15/2015 - Thursday	Reserved Rooms: 305 [100%]	Actual Rooms: 282 [100%]	10/16/2015 - Friday	Reserved Rooms: 305 [100%]	Actual Rooms: 281 [100%]	10/17/2015 - Saturday	Reserved Rooms: 120 [39%]	Actual Rooms: 133 [47%]	10/18/2015 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 12 [4%]	10/19/2015 - Monday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]	10/20/2015 - Tuesday	Reserved Rooms: 0 [0%]	Actual Rooms: 0 [0%]
10/9/2015 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 0 [0%]																																				
10/10/2015 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 0 [0%]																																				
10/11/2015 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 0 [0%]																																				
10/12/2015 - Monday	Reserved Rooms: 5 [2%]	Actual Rooms: 2 [1%]																																				
10/13/2015 - Tuesday	Reserved Rooms: 25 [8%]	Actual Rooms: 10 [4%]																																				
10/14/2015 - Wednesday	Reserved Rooms: 120 [39%]	Actual Rooms: 118 [42%]																																				
10/15/2015 - Thursday	Reserved Rooms: 305 [100%]	Actual Rooms: 282 [100%]																																				
10/16/2015 - Friday	Reserved Rooms: 305 [100%]	Actual Rooms: 281 [100%]																																				
10/17/2015 - Saturday	Reserved Rooms: 120 [39%]	Actual Rooms: 133 [47%]																																				
10/18/2015 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 12 [4%]																																				
10/19/2015 - Monday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]																																				
10/20/2015 - Tuesday	Reserved Rooms: 0 [0%]	Actual Rooms: 0 [0%]																																				