

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		2018-10-30		SALES MANAGER		Jeff Holcomb		
GROUP		Midwest Energy Association						
EVENT TITLE		Annual Conference and Trade Show				LEAD		118479
EVENT DATES		August 11-13, 2020 (verify this does not conflict with major, annual events)		AMOUNT REQUESTED		\$15,000		
ASSISTANCE TYPE		Non-Shuttle		FUND USE		Facility Rental		
PEAK ROOM NIGHTS (total peak)		500		TOTAL ROOM NIGHTS		1,000		
HOTEL BLOCK		1		2		3		4
Hotel Name		Hilton		Park		Concourse		Doubletree & Edgewater
Peak Room Block Bid		150		100		150		100
GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$732,004 \$429,584		
COMPETITION		Des Moines, Milwaukee		ATTENDANCE		700		
DECISION DATE		03/29/2019		EXPECTED CONTRACT REVENUE		\$37,010		
HISTORY		1		2		3		
MONTH & YEAR		2018		2017		2016		
CITY		Rochester, MN		Rochester		Milwaukee		
FACILITY		Mayo Center		Mayo Center		Wisconsin Center		
BLOCK TOTAL								
PICK UP TOTAL		Peak-300 Total-891		Peak-263 Total-663		Peak-401 Total-1017		
COMMENTS						OTHER FUNDING (external & internal)		\$14,510 <i>GMCVB Grant</i>

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

DOS Approval *[Signature]*
 DOS Approval Date 11/18/18
 CEO Approval *[Signature]*
 CEO Approval Date 11/19/18

INTERNAL USE ONLY:

Committee Meeting
 Approval Date & Amount