

**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.

Form Revised 6/24/14

DATE OF REQUEST		4/20/17		SALES MANAGER		Danielle Ziegler		
GROUP		Utility Arborist Association						
EVENT TITLE		2018 Trees & Utilities Conference				LEAD		117301
EVENT DATES		August 12-16, 19-23 or 26-30, 2018 <small>(verify this does not conflict with major, annual events)</small>		AMOUNT REQUESTED		\$11,000		
ASSISTANCE TYPE		Non-Shuttle		FUND USE		Facility Rental		
PEAK ROOM NIGHTS (total peak)		225		TOTAL ROOM NIGHTS		735		
<b>HOTEL BLOCK</b>		1	2	3	4			
Hotel Name		Hilton Madison	Madison Concourse	Park Hotel	AC Hotel			
Peak Room Block Bid		150	100	100	50			

GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$252,719	
COMPETITION		Potential Midwest Locations. See below.		ATTENDANCE		350	
DECISION DATE		6/30/17		EXPECTED CONTRACT REVENUE		\$30,078	

HISTORY	1	2	3
MONTH & YEAR	Sept. 2017 (Future)	April 2009	see also attached MINT post-event report
CITY	Kansas City, MO	Dallas, TX	
FACILITY	Sheraton Crown Center	Fairmont	
BLOCK TOTAL	200 peak	No History	
PICK UP TOTAL	this is their first program since 2009 Dallas		

COMMENTS		OTHER FUNDING (external & internal)	
Competition: Des Moines, Chicago area; Omaha, Pittsburgh, Minneapolis, St. Louis, Milwaukee		\$11,578 GMCVB Grant	

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

DOS Approval 

DOS Approval Date 4/21/17

CEO Approval 

CEO Approval Date 4/21/17

**INTERNAL USE ONLY:**

Committee Meeting                     

Approval Date & Amount

**MINT Post-Event Report -- Utility Arborist Association, Trees & Utilities Conference**  
 In MINT this event is listed under **Arbor Day Foundation**

**From:** Christine Shimasaki [mailto:admin@empowermint.com]  
**Sent:** Thursday, April 20, 2017 1:32 PM  
**To:** Vanden Brook, Julie  
**Subject:** You have received a MINT Post Event Report

**Organization Information**

Organization	Arbor Day Foundation
Market Segment	TRADE, COMMERCIAL OR BUSINESS
Address	100 Arbor Ave.
City / State / Zip / Country	Nebraska City NE 68410 UNITED STATES
Phone / Fax	(888) 448-7337 No fax
Web Address	arborday.org

**Meeting Information**

Meeting Name / Frequency	TREES AND UTILITIES NATIONAL CONFERENCE / Annual
Region / State / Province	US NATIONAL / FL, IL, NE, NV
Budget / Schedule Flexibility	Budget: Average Cost Schedule: Moderate
Usual Start Day	Sunday Duration: 4 days

**Meeting Planner Info**

Name	STEVE PEARSON
Phone	888-448-7337

**History Information-Data Not Reported**

Meeting Date / Location / Bureau	4/6/2008 [ ] - ? - ORLANDO FL UNITED STATES
Attendance / Peak Rooms	[ Registered: 285 Total: ] - [ Reserved: 285 Picked Up: ]
Hotel Information	HQ Hotel: WYNDHAM ORLANDO RESORT HQ Peak Rooms: Hotels Used: 1 Total Room Nights: Housing:

**MINT History Information**

Meeting Date / Location / Bureau	4/14/2007 [SATURDAY] - 4/19/2007 - LAS VEGAS NV UNITED STATES
Attendance / Peak Rooms	[ Registered: 400 Total: 415 ] - [ Reserved: 285 Picked Up: 307 ]
Hotel Information	HQ Hotel: TUSCANY SUITES & CASINO HQ Peak Rooms: 307 Hotels Used: 1 Total Room Nights: 1074
Facilities Information	Largest Attendance: 415 Simultaneous Rooms: 1 F&B Functions: 0 Largest Meal Attendance: 400
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	4/13/2007 - Friday	Reserved Rooms: 9 [3%]	Actual Rooms: 12 [4%]
	4/14/2007 - Saturday	Reserved Rooms: 10 [4%]	Actual Rooms: 58 [19%]
	4/15/2007 - Sunday	Reserved Rooms: 130 [46%]	Actual Rooms: 261 [85%]
	4/16/2007 - Monday	Reserved Rooms: 285 [100%]	Actual Rooms: 307 [100%]
	4/17/2007 - Tuesday	Reserved Rooms: 285 [100%]	Actual Rooms: 307 [100%]
	4/18/2007 - Wednesday	Reserved Rooms: 26 [9%]	Actual Rooms: 95 [31%]
	4/19/2007 - Thursday	Reserved Rooms: 2 [1%]	Actual Rooms: 26 [8%]
	4/20/2007 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 8 [3%]

### MINT History Information

Meeting Date / Location / Bureau	4/10/2006 [MONDAY] - 4/12/2006 - CHICAGO IL UNITED STATES		
Attendance / Peak Rooms	[ Registered: 320 Total: 317 ] - [ Reserved: 245 Picked Up: 233 ]		
Hotel Information	HQ Hotel: CROWNE PLAZA CHICAGO OHARE HQ Peak Rooms: 233 Hotels Used: 1 Total Room Nights: 597 Housing: ASSOCIATION		
Facilities Information	Largest Attendance: 309 Simultaneous Rooms: 1 F&B Functions: 0 Largest Meal Attendance: 317		
Exhibit Information	Start/End Day: MONDAY/WEDNESDAY Site: HOTEL Gross/Net Sq Ft: 4032/4032 Move In/Out Days: 1 / 1 Number of Exhibits: [ 8x10 - 0 ] [ 10x10 - 0 ] [ Table Top - 0 ] [ Other - 0 ]		
Room Flows	4/7/2006 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]
	4/8/2006 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 13 [6%]
	4/9/2006 - Sunday	Reserved Rooms: 125 [51%]	Actual Rooms: 104 [45%]
	4/10/2006 - Monday	Reserved Rooms: 245 [100%]	Actual Rooms: 233 [100%]
	4/11/2006 - Tuesday	Reserved Rooms: 245 [100%]	Actual Rooms: 231 [99%]
	4/12/2006 - Wednesday	Reserved Rooms: 10 [4%]	Actual Rooms: 15 [6%]

### MINT History Information

Meeting Date / Location / Bureau	4/17/2005 [SUNDAY] - 4/21/2005 - OMAHA NE UNITED STATES		
Attendance / Peak Rooms	[ Registered: 260 Total: 260 ] - [ Reserved: 186 Picked Up: 184 ]		
Hotel Information	HQ Hotel: EMBASSY SUITES HQ Peak Rooms: 184 Hotels Used: 1 Total Room Nights: 471		
Facilities Information	Largest Attendance: 260 Simultaneous Rooms: 4 F&B Functions: 2 Largest Meal Attendance: 260		
Exhibit Information	Start/End Day: SUNDAY/THURSDAYS Site: HOTEL Gross/Net Sq Ft: 0/900 Move In/Out Days: 1 / 1 Number of Exhibits: [ 8x10 - 0 ] [ 10x10 - 0 ] [ Table Top - 0 ] [ Other - 0 ]		
Room Flows	4/16/2005 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 7 [4%]
	4/17/2005 - Sunday	Reserved Rooms: 150 [81%]	Actual Rooms: 91 [49%]
	4/18/2005 - Monday	Reserved Rooms: 186 [100%]	Actual Rooms: 184 [100%]
	4/19/2005 - Tuesday	Reserved Rooms: 186 [100%]	Actual Rooms: 177 [96%]
	4/20/2005 - Wednesday	Reserved Rooms: 0 [0%]	Actual Rooms: 11 [6%]
	4/21/2005 - Thursday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [1%]

### MINT Future Booking Info

Meeting Date / Location / Bureau	9/26/2017 - Kansas City MO UNITED STATES
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