

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.

Form Revised 6/24/14

DATE OF REQUEST 7/25/18 SALES MANAGER Nicole Slein

GROUP Midwest Food Products Association, Inc.

EVENT TITLE 2021 Annual Convention & Annual Processing Crops Conference LEAD 118638

EVENT DATES Nov 29 - Dec 2, 2021 AMOUNT REQUESTED \$12,975
(verify this does not conflict with major, annual events)

ASSISTANCE TYPE Non-Shuttle FUND USE Facility Rental

PEAK ROOM NIGHTS (total peak) 425 TOTAL ROOM NIGHTS 865

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton Madison	Madison Concourse	Park Hotel	Sheraton
Peak Room Block Bid	150	175	100	125

GROUP STATUS Pending DIRECT SPENDING IMPACT \$352,038

COMPETITION Wisconsin Dells ATTENDANCE 800

DECISION DATE 1/15/19 EXPECTED CONTRACT REVENUE \$30,156

HISTORY	1	2	3
MONTH & YEAR	November 2017	Nov-Dec 2016	Nov-Dec 2015
CITY	Rochester, MN	Wisconsin Dells	Green Bay
FACILITY	Mayo Civic Center	Kalahari Resort	KI Convention Center
BLOCK TOTAL	800	800	800
PICK UP TOTAL	710	1107	679

COMMENTS _____ OTHER FUNDING (external & internal) GMCVB grant \$6,065

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

DOS Approval [Signature]
DOS Approval Date 8/30/18
CEO Approval [Signature]
CEO Approval Date 8/30/18

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