

**BOOKING INCENTIVE REQUEST**

GREATER MADISON CONVENTION & VISITORS BUREAU  
615 E. WASHINGTON AVENUE > 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		7/10/2014		SALES MANAGER		Jamie Patrick								
GROUP								National Association of Sports Officials						
EVENT TITLE						2020 Sports Officiating Summit		LEAD		114184				
EVENT DATES				7/25/2020-7/28/2020				AMOUNT REQUESTED		\$19,050				
<small>(verify this does not conflict with major, annual events)</small>														
ASSISTANCE TYPE						FUND USE						Facility Rental		
PEAK ROOM NIGHTS (total peak)				275				TOTAL ROOM NIGHTS				1,270		
<b>HOTEL BLOCK</b>														
			1			2			3			4		
Hotel Name			Hilton			Concourse			BWIOP					
Peak Room Block Bid			150/TBD			125/TBD			TBD					

GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$410,466	
COMPETITION		various		ATTENDANCE		400	
DECISION DATE		11/4/2015		EXPECTED CONTRACT REVENUE		\$39,588	

<b>HISTORY</b>			
	1	2	3
MONTH & YEAR	July 2014	July 2013	July 2012
CITY	Albuquerque, NM	Grand Rapids, MI	Portland, OR
FACILITY	Hyatt Regency	Amway Grand Plaza Hotel	
BLOCK TOTAL		846	762
PICK UP TOTAL		795	718

COMMENTS		OTHER FUNDING (external & internal)	
----------	--	-------------------------------------	--

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

DOS Approval Rebecca J. Ramm  
 DOS Approval Date 9/4/14  
 CEO Approval [Signature]  
 CEO Approval Date 9/2/14

**INTERNAL USE ONLY:**  
 Committee Meeting \_\_\_\_\_  
 Approval Date & Amount \_\_\_\_\_