

**BOOKING INCENTIVE REQUEST**

GREATER MADISON CONVENTION & VISITORS BUREAU  
615 E. WASHINGTON AVENUE • MADISON, WI • 53703

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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	2015-03-06		SALES MANAGER	Jeff Holcomb	
GROUP	American Meteorological Society				
EVENT TITLE	21st Conference on Satellite Meteorology and Oceanography/20th Conf. on Air-Sea Interaction			LEAD	115014
EVENT DATES	August 14-19, 2016 <small>(verify this does not conflict with major, annual events)</small>		AMOUNT REQUESTED	\$17,000	
ASSISTANCE TYPE	Non-Shuttle		FUND USE	Facility Rental	
PEAK ROOM NIGHTS (total peak)	275		TOTAL ROOM NIGHTS	1,495	
<b>HOTEL BLOCK</b>	1	2	3	4	
Hotel Name	Hilton	Sheraton	Inn on the Park		
Peak Room Block Bid	100	100	75		

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	<del>\$676,996</del> \$481,579
COMPETITION	Minneapolis, Chicago	ATTENDANCE	375
DECISION DATE	06/05/2015	EXPECTED CONTRACT REVENUE	\$23,100

HISTORY	1	2	3
MONTH & YEAR	January 2015	September 2012	2010
CITY	Phoenix	New Orleans	Annapolis MD
FACILITY	Phoenix Convention Center	New Orleans Convention Center	Westin Hotel
BLOCK TOTAL	requested	requested	1,600
PICK UP TOTAL	requested	requested	1,495

COMMENTS	The 2012 & 2015 meetings were held with the annual meeting and so historical hotel pickup isn't reflective of this separate meeting	OTHER FUNDING (external & internal)	\$5,000
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1495 X 11.37 = 17,000

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

DOS Approval Rebecca J. Ranz  
 DOS Approval Date 4/3/15  
 CEO Approval [Signature]  
 CEO Approval Date 4/3/15

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