

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		11/12/15		SALES MANAGER		Jeff Holcomb	
GROUP							
Environmental Design Research Association							
EVENT TITLE						LEAD	
2017 EDRA Annual Conference						115235	
EVENT DATES				AMOUNT REQUESTED			
May 29 - June 4, 2017 <small>(verify this does not conflict with major, annual events)</small>				\$12,000			
ASSISTANCE TYPE				FUND USE			
Non-Shuttle				Facility Rental			
PEAK ROOM NIGHTS (total peak)		200		TOTAL ROOM NIGHTS		800	
HOTEL BLOCK							
	1	2	3	4			
Hotel Name	Hilton	Inn on the Park					
Peak Room Block Bid	150	75					
GROUP STATUS				DIRECT SPENDING IMPACT			
Pending				\$357,499			
COMPETITION				ATTENDANCE			
Austin, Oklahoma City, Toronto				500			
DECISION DATE				EXPECTED CONTRACT REVENUE			
4/30/16				\$38,404			
HISTORY							
	1	2	3				
MONTH & YEAR	May 2015	May 2014	May 2013				
CITY	Los Angeles	New Orleans	Providence				
FACILITY	Westin Bonaventure	Astor Crowne Plaza	Westin				
BLOCK TOTAL	203	128	143				
PICK UP TOTAL	882	558	567				
COMMENTS						OTHER FUNDING (external & internal)	
						\$5,000 GMCVB grant	

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

DOS Approval Rebecca J. Ramsey
 DOS Approval Date 11/19/15
 CEO Approval [Signature]
 CEO Approval Date 11/20/15

INTERNAL USE ONLY:

Committee Meeting
 Approval Date & Amount