

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	2016-05-05	SALES MANAGER	Jeff Holcomb
GROUP	Wisconsin School Counselor Association		
EVENT TITLE	Annual Conference		
EVENT DATES	February 14-17, 2022	AMOUNT REQUESTED	\$13,500
ASSISTANCE TYPE	Non-Shuttle	FUND USE	Facility Rental
PEAK ROOM NIGHTS (total peak)	405	TOTAL ROOM NIGHTS	900
HOTEL BLOCK	1	2	3
Hotel Name	Hilton	Inn on the Park	Sheraton
Peak Room Block Bid	150	150	105
GROUP STATUS	Pending		
DIRECT SPENDING IMPACT	\$562,731		
COMPETITION	Green Bay, WI Dells		
ATTENDANCE	1,100		
DECISION DATE	12/31/16		
EXPECTED CONTRACT REVENUE	\$30,472		
HISTORY	1	2	3
MONTH & YEAR	February 2016	February 2015	
CITY	Madison	Madison	
FACILITY	Monona Terrace	Monona Terrace	
BLOCK TOTAL	900	900	
PICK UP TOTAL	678	688	
COMMENTS			OTHER FUNDING (external & internal)

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

DOS Approval

*Rebecca J. Karr*  
DOS Approval Date 6/28/16

CEO Approval

*W. B. Holcomb*  
CEO Approval Date 6/28/16

INTERNAL USE ONLY:

Committee Meeting

Approval Date & Amount