

# MT BEAAC

## 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.

DATE OF REQUEST		2016-05-05		SALES MANAGER		Jeff Holcomb		
GROUP		Wisconsin School Counselor Association						
EVENT TITLE		Annual Conference				LEAD		116117
EVENT DATES		February 14-17, 2022		AMOUNT REQUESTED		\$13,500		
		<small>(verify this does not conflict with major, annual events)</small>						
ASSISTANCE TYPE		Non-Shuttle		FUND USE		Facility Rental		
PEAK ROOM NIGHTS (total peak)		405		TOTAL ROOM NIGHTS		900		
<b>HOTEL BLOCK</b>		1		2		3		4
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		
<b>HISTORY</b>		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. Ramsey  
 DOS Approval Date 6/28/16  
 CEO Approval W. Smith  
 CEO Approval Date 6/28/16

INTERNAL USE ONLY:

Committee Meeting   
 Approval Date & Amount