

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 4/23/18 SALES MANAGER Jeff Holcomb

GROUP Association of College & University Auditors

EVENT TITLE ACUA Annual Conference 2020 LEAD 118495

EVENT DATES Sept 18-24, 2020 AMOUNT REQUESTED \$22,500

(verify this does not conflict with major, annual events)

ASSISTANCE TYPE Non-Shuttle FUND USE Facility Rental

PEAK ROOM NIGHTS (total peak) 390 TOTAL ROOM NIGHTS 1,671

HOTEL BLOCK	1	2	3	4
Hotel Name	<u>Hilton</u>	<u>Concourse</u>	<u>Hampton DT</u>	<u>Park Hotel</u>
Peak Room Block Bid	<u>175</u>	<u>220</u>	<u>60</u>	<u>100</u>

GROUP STATUS Pending DIRECT SPENDING IMPACT \$608,118

COMPETITION Columbus, Charlotte, Orlando, Atlanta, Seattle ATTENDANCE 450

DECISION DATE 12/29/18 EXPECTED CONTRACT REVENUE \$39,790

HISTORY	1	2	3
MONTH & YEAR	<u>Sept 2017</u>	<u>Sept 2016</u>	<u>Sept 2015</u>
CITY	<u>Phoenix, AZ</u>	<u>Miami, FL</u>	<u>Indianapolis, IN</u>
FACILITY	<u>Hyatt Regency</u>	<u>InterContinental</u>	<u>JW Marriott Indianapolis</u>
BLOCK TOTAL			
PICK UP TOTAL	<u>1541</u>	<u>1561</u>	<u>1613</u>

COMMENTS See also attached MINT history. competition continued: Dallas, Boston, Charleston OTHER FUNDING (external & internal) GMCVB Grant - \$6,000

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

DOS Approval [Signature]
DOS Approval Date 4/26/18
CEO Approval [Signature]
CEO Approval Date 4/26/18

INTERNAL USE ONLY:

Committee Meeting
Approval Date & Amount

MINT Post-Event Report -- Association of College & University Auditors, Annual Conference

From: Christine Shimasaki <admin@empowermint.com>
Sent: Monday, April 23, 2018 9:26 AM
To: Vanden Brook, Julie <vandenbrook@visitmadison.com>
Subject: You have received a MINT Post Event Report

MINT Post Event Report

Organization Information

Organization	ASSOCIATION OF COLLEGE AND UNIVERSITY AUDITORS
Market Segment	EDUCATIONAL
Address	4400 College Boulevard
City / State / Zip / Country	Overland Park KS 66211 UNITED STATES
Phone / Fax	(913) 895-4620 (913) 895-4652
Web Address	http://www.acua.org

Meeting Information

Meeting Name / Frequency	Annual Conference / Annual
Region / State / Province	NORTH AMERICAN / None
Budget / Schedule Flexibility	Budget: None Schedule: None
Usual Start Day	Saturday Duration: 4 days

Meeting Planner Info

Name	Caitlin Arnold
Title	Meetings Manager
Email	carold@kellencompany.com
Phone	(913) 222-8622

MINT History Information

Meeting Date / Location / Bureau	9/24/2017 [Sunday] - 9/27/2017 - Phoenix AZ UNITED STATES
Attendance / Peak Rooms	[Registered: 475 Total: 475] - [Reserved: 400 Picked Up: 378]
Hotel Information	HQ Hotel: Hyatt Regency Phoenix HQ Peak Rooms: 378 Hotels Used: 1 Total Room Nights: 1541
Facilities Information	Largest Attendance: 475 Simultaneous Rooms: 0 F&B Functions: Largest Meal Attendance:
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: / Move In/Out Days: / Number of Exhibits: [8x10 -] [10x10 -] [Table Top -] [Other -]

Room Flows	9/21/2017 - Thursday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]
	9/22/2017 - Friday	Reserved Rooms: 30 [8%]	Actual Rooms: 7 [2%]
	9/23/2017 - Saturday	Reserved Rooms: 85 [21%]	Actual Rooms: 46 [12%]
	9/24/2017 - Sunday	Reserved Rooms: 400 [100%]	Actual Rooms: 378 [100%]
	9/25/2017 - Monday	Reserved Rooms: 400 [100%]	Actual Rooms: 378 [100%]
	9/26/2017 - Tuesday	Reserved Rooms: 385 [96%]	Actual Rooms: 359 [95%]
	9/27/2017 - Wednesday	Reserved Rooms: 370 [93%]	Actual Rooms: 345 [91%]
	9/28/2017 - Thursday	Reserved Rooms: 30 [8%]	Actual Rooms: 24 [6%]
	9/29/2017 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 2 [1%]
	9/30/2017 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]

MINT History Information

Meeting Date / Location / Bureau	9/11/2016 [Sunday] - 9/14/2016 - MIAMI FL UNITED STATES		
Attendance / Peak Rooms	[Registered: 550 Total: 550] - [Reserved: 400 Picked Up: 376]		
Hotel Information	HQ Hotel: INTERCONTINENTAL MIAMI HQ Peak Rooms: 376 Hotels Used: 1 Total Room Nights: 1561 Housing: ASSOCIATION		
Facilities Information	Largest Attendance: 550 Simultaneous Rooms: 8 F&B Functions: 9 Largest Meal Attendance: 550		
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0 Move In/Out Days: 1 / 1 Number of Exhibits: [8x10 - 0] [10x10 - 20] [Table Top - 0] [Other - 0]		
Room Flows	9/9/2016 - Friday	Reserved Rooms: 30 [8%]	Actual Rooms: 19 [5%]
	9/10/2016 - Saturday	Reserved Rooms: 85 [21%]	Actual Rooms: 68 [18%]
	9/11/2016 - Sunday	Reserved Rooms: 400 [100%]	Actual Rooms: 376 [100%]
	9/12/2016 - Monday	Reserved Rooms: 400 [100%]	Actual Rooms: 372 [99%]
	9/13/2016 - Tuesday	Reserved Rooms: 385 [96%]	Actual Rooms: 363 [97%]
	9/14/2016 - Wednesday	Reserved Rooms: 370 [93%]	Actual Rooms: 342 [91%]
	9/15/2016 - Thursday	Reserved Rooms: 30 [8%]	Actual Rooms: 19 [5%]
	9/16/2016 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 2 [1%]

MINT History Information

Meeting Date / Location / Bureau	9/27/2015 [Sunday] - 10/1/2015 - Indianapolis IN UNITED STATES		
Attendance / Peak Rooms	[Registered: 550 Total: 550] - [Reserved: 400 Picked Up: 392]		
Hotel Information	HQ Hotel: JW Marriott Indianapolis HQ Peak Rooms: 392 Hotels Used: 1 Total Room Nights: 1613 Housing: NONE		
Facilities Information	Largest Attendance: 550 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 0		
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 0] [Other - 0]		
Room Flows	9/25/2015 - Friday	Reserved Rooms: 25 [6%]	Actual Rooms: 21 [5%]
	9/26/2015 - Saturday	Reserved Rooms: 86 [22%]	Actual Rooms: 58 [15%]
	9/27/2015 - Sunday	Reserved Rooms: 395 [99%]	Actual Rooms: 391 [100%]
	9/28/2015 - Monday	Reserved Rooms: 400 [100%]	Actual Rooms: 392 [100%]
	9/29/2015 - Tuesday	Reserved Rooms: 390 [98%]	Actual Rooms: 380 [97%]
	9/30/2015 - Wednesday	Reserved Rooms: 375 [94%]	Actual Rooms: 354 [90%]
	10/1/2015 - Thursday	Reserved Rooms: 35 [9%]	Actual Rooms: 17 [4%]

MINT History Information

Meeting Date / Location / Bureau	9/22/2013 [Sunday] - 9/26/2013 - NORFOLK VA UNITED STATES		
Attendance / Peak Rooms	[Registered: 400 Total: 450] - [Reserved: 323 Picked Up: 357]		
Hotel Information	HQ Hotel: NORFOLK WATERSIDE MARRIOTT HQ Peak Rooms: 357 Hotels Used: 1 Total Room Nights: 1506 Housing: NONE		
Facilities Information	Largest Attendance: 450 Simultaneous Rooms: 0 F&B Functions: 14 Largest Meal Attendance: 450		
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 20] [10x10 - 0] [Table Top - 0] [Other - 0]		

MINT History Information

Room Flows

9/19/2013 - Thursday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]
9/20/2013 - Friday	Reserved Rooms: 21 [7%]	Actual Rooms: 20 [6%]
9/21/2013 - Saturday	Reserved Rooms: 60 [19%]	Actual Rooms: 69 [19%]
9/22/2013 - Sunday	Reserved Rooms: 320 [100%]	Actual Rooms: 357 [100%]
9/23/2013 - Monday	Reserved Rooms: 320 [100%]	Actual Rooms: 356 [100%]
9/24/2013 - Tuesday	Reserved Rooms: 310 [97%]	Actual Rooms: 347 [97%]
9/25/2013 - Wednesday	Reserved Rooms: 300 [94%]	Actual Rooms: 332 [93%]
9/26/2013 - Thursday	Reserved Rooms: 15 [5%]	Actual Rooms: 16 [4%]
9/27/2013 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 5 [1%]
9/28/2013 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 2 [1%]
9/29/2013 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]