

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	March 15, 2019		SALES MANAGER	Jeff Holcomb	
GROUP	Solution Tree				
EVENT TITLE	2020 PLC Institute			LEAD	118814
EVENT DATES	October 20-23, 2020 (verify this does not conflict with major, annual events)		AMOUNT REQUESTED	\$18,000	
ASSISTANCE TYPE			FUND USE	Facility Rental	
PEAK ROOM NIGHTS (total peak)	420		TOTAL ROOM NIGHTS	1,200	
HOTEL BLOCK	1	2	3	4	
Hotel Name	Hilton	Concourse	Park		
Peak Room Block Bid	135	135	150		
GROUP STATUS	Pending		DIRECT SPENDING IMPACT	\$793,893	
COMPETITION	various US Cities		ATTENDANCE	1,500	
DECISION DATE	4/30/19		EXPECTED CONTRACT REVENUE	\$44,650	
HISTORY	1	2	3		
MONTH & YEAR	July 2018	August 2016	July 2016		
CITY	Madison	Milwaukee	Louisville, KY		
FACILITY	Monona Terrace	Wisconsin Center	Convention Center		
BLOCK TOTAL	1000	700	700		
PICK UP TOTAL	1212	642	664		
COMMENTS	Solution Tree holds this event in various cities around the country each year.			OTHER FUNDING (external & internal)	none

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

DOS Approval 
DOS Approval Date 4/24/19
CEO Approval 
CEO Approval Date 4/24/19

INTERNAL USE ONLY:

Committee Meeting 
Approval Date & Amount 