

# MADISON

GOING > BEYOND > VISIT™

GREATER MADISON CONVENTION & VISITORS BUREAU

22 E. MIFFLIN STREET, SUITE 200  
MADISON, WI 53703

www.visitmadison.com

## 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	2019-02-06	SALES MANAGER	Katrin Madayag-Ard
GROUP	MBLGTACC Midwest Bisexual Lesbian Transgender Asexual College Conference		
EVENT TITLE	MBLGTACC 2021	LEAD	118762
EVENT DATES	Feb. 12-14, 2021 <small>(verify this does not conflict with major, annual events)</small>	AMOUNT REQUESTED	\$13,000
ASSISTANCE TYPE	Non-Shuttle	FUND USE	Facility Rental
PEAK ROOM NIGHTS (total peak)	435	TOTAL ROOM NIGHTS	870
<b>HOTEL BLOCK</b>	1	2	3
Hotel Name	Hilton Madison Monona Terrace	Best Western Premier Park Hotel	DoubleTree Madison
Peak Room Block Bid	150	100	50
			4
			Hyatt Place
			40

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	\$468,928
COMPETITION	TBD - Midwest Cities/Colleges	ATTENDANCE	2,000
DECISION DATE	03/01/2019	EXPECTED CONTRACT REVENUE	\$35,643

HISTORY	1	2	3
MONTH & YEAR	Feb 2018	Feb 2017	Feb 2015
CITY	Omaha, NE	Chicago, IL	Bloomington Normal, IL
FACILITY	University of Nebraska-Omaha	Navy Pier/W Lakeshore	Illinois State University
BLOCK TOTAL	105+ (w/o 2 hotels reporting)	200+ (w/o 1 hotel reporting)	850+ (w/o 2 hotels reporting)
PICK UP TOTAL	77+ (w/o 2 hotels reporting)	256+ (w/o 1 hotel reporting)	419+ (w/o 2 hotels reporting)

COMMENTS	Please see attached.	OTHER FUNDING (external & internal)	Internal Funds Mad Solutions Net
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TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

DOS Approval 

DOS Approval Date 2/15/19

CEO Approval 

CEO Approval Date 2/15/19

**INTERNAL USE ONLY:**

Committee Meeting

Approval Date & Amount