

**BOOKING INCENTIVE REQUEST**

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	2012-01-05	SALES MANAGER	Jeff Holcomb
GROUP	Wisconsin Water Association		
EVENT TITLE	Annual Meeting & Water Utility Expo	LEAD	111,287
EVENT DATES	September 12-15, 2017 <small>(verify this does not conflict with major, annual events)</small>	AMOUNT REQUESTED	\$6,000
ASSISTANCE TYPE	Non-Shuttle	FUND USE	Facility Rental

PEAK ROOM NIGHTS (total peak)	250			TOTAL ROOM NIGHTS	400		
<b>HOTEL BLOCK</b>	1	2	3	4			
Hotel Name	Hilton	Sheraton	Inn on the Park	Crowne Plaza			
Peak Room Block Bid	75	50	75	50			

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	\$502,000
COMPETITION	Stevens Point	ATTENDANCE	500

HISTORY	1	2	3
MONTH & YEAR	September 2010	September 2011	
CITY	Madison	WI Dells	
FACILITY	Monona Terrace	Kalahari	
BLOCK TOTAL	445	600	
PICK UP TOTAL	323	573	

COMMENTS	OTHER FUNDING (external & internal)
Group is contracted at MT in 2016 but is considering annual commitment beginning in 2015	

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

DOS Approval \_\_\_\_\_  
 DOS Approval Date 2/4/12

CEO Approval \_\_\_\_\_  
 CEO Approval Date 2/4/12

INTERNAL USE ONLY :	
Committee Meeting :	
Approval Date & Amount :	
Scanned :	
Check Request :	
CRM & Tracking Updated :	