

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	Dec. 14, 2012	SALES MANAGER	Jeff Holcomb
GROUP	Families and Schools Together		
EVENT TITLE	25th Anniversary Conference	LEAD	103,057
EVENT DATES	June 24-26, 2013 <small>(verify this does not conflict with major, annual events)</small>	AMOUNT REQUESTED	\$5,625
ASSISTANCE TYPE	Non-Shuttle	FUND USE	Facility Rental

PEAK ROOM NIGHTS (total peak)	200	TOTAL ROOM NIGHTS	375
HOTEL BLOCK	1	2	3
Hotel Name	Hilton	Inn on the Park	
Peak Room Block Bid	150	50	

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	\$206,420
COMPETITION	Milwaukee	ATTENDANCE	400

HISTORY	1	2	3
MONTH & YEAR	December 2003		
CITY	Madison		
FACILITY	Monona Terrace		
BLOCK TOTAL	650		
PICK UP TOTAL	450		

COMMENTS	OTHER FUNDING (external & internal)
This conference was last held in Madison in 2003.	

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

DOS Approval *Belynda Ramsey*
 DOS Approval Date 2/4/13

CEO Approval *[Signature]*
 CEO Approval Date 2/4/13

INTERNAL USE ONLY :	
Committee Meeting :	2/12/13
Approval Date & Amount :	2/12/13 \$5,625
Scanned :	
Check Request :	
CRM & Tracking Updated :	