

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		2018-08-07		SALES MANAGER		Katrin Madayag-Ard																									
GROUP		North American Network Operators Group (NANOG)																													
EVENT TITLE		NANOG 82 June 2021				LEAD																									
						118654																									
EVENT DATES		June 11-16 2021 or June 25-30, 2021 (verify this does not conflict with major, annual events)		AMOUNT REQUESTED		\$19,425																									
ASSISTANCE TYPE		Non-Shuttle		FUND USE		Facility Rental																									
PEAK ROOM NIGHTS (total peak)		340		TOTAL ROOM NIGHTS		1,295																									
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>HOTEL BLOCK</th> <th>1</th> <th>2</th> <th>3</th> <th>4</th> </tr> </thead> <tbody> <tr> <td>Hotel Name</td> <td>Hilton Madison Monona Terrace</td> <td>Madison Concourse Hotel</td> <td>Best Western Park Hotel</td> <td>The Edgewater</td> </tr> <tr> <td>Peak Room Block Bid</td> <td>175</td> <td>200</td> <td>100</td> <td>30</td> </tr> </tbody> </table>								HOTEL BLOCK	1	2	3	4	Hotel Name	Hilton Madison Monona Terrace	Madison Concourse Hotel	Best Western Park Hotel	The Edgewater	Peak Room Block Bid	175	200	100	30									
HOTEL BLOCK	1	2	3	4																											
Hotel Name	Hilton Madison Monona Terrace	Madison Concourse Hotel	Best Western Park Hotel	The Edgewater																											
Peak Room Block Bid	175	200	100	30																											
GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$671,192																									
COMPETITION		Cleveland, OH Indianapolis, IN Miami, FL Minneapolis		ATTENDANCE		1,000																									
DECISION DATE		08/31/2018		EXPECTED CONTRACT REVENUE		\$49,658																									
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>HISTORY</th> <th>1</th> <th>2</th> <th>3</th> </tr> </thead> <tbody> <tr> <td>MONTH & YEAR</td> <td>June 2018</td> <td>June 2017</td> <td>June 2016</td> </tr> <tr> <td>CITY</td> <td>Denver, CO</td> <td>Bellevue (Seattle), WA</td> <td>Chicago, IL</td> </tr> <tr> <td>FACILITY</td> <td>Hyatt Regency</td> <td>Hyatt Regency</td> <td>Fairmont Chicago Millennium Park</td> </tr> <tr> <td>BLOCK TOTAL</td> <td>1392</td> <td>1591</td> <td>1255</td> </tr> <tr> <td>PICK UP TOTAL</td> <td>1363</td> <td>1565</td> <td>1103</td> </tr> </tbody> </table>								HISTORY	1	2	3	MONTH & YEAR	June 2018	June 2017	June 2016	CITY	Denver, CO	Bellevue (Seattle), WA	Chicago, IL	FACILITY	Hyatt Regency	Hyatt Regency	Fairmont Chicago Millennium Park	BLOCK TOTAL	1392	1591	1255	PICK UP TOTAL	1363	1565	1103
HISTORY	1	2	3																												
MONTH & YEAR	June 2018	June 2017	June 2016																												
CITY	Denver, CO	Bellevue (Seattle), WA	Chicago, IL																												
FACILITY	Hyatt Regency	Hyatt Regency	Fairmont Chicago Millennium Park																												
BLOCK TOTAL	1392	1591	1255																												
PICK UP TOTAL	1363	1565	1103																												
COMMENTS						OTHER FUNDING (external & internal)																									
						\$20,445																									

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

DOS Approval

DOS Approval Date

8/8/18

CEO Approval

CEO Approval Date

8/30/18

INTERNAL USE ONLY:

Committee Meeting

Approval Date & Amount