

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	2015-06-22	SALES MANAGER	Danielle Ziegler
GROUP	Association of Moving Image Archivists		
EVENT TITLE	AMIA 2017 Annual Conference	LEAD	115108
EVENT DATES	Nov. 5-12, 2017 OR Nov. 12-19, 2017 <small>(verify this does not conflict with major, annual events)</small>	AMOUNT REQUESTED	\$18,000
ASSISTANCE TYPE	Non-Shuttle	FUND USE	Facility Rental

PEAK ROOM NIGHTS (total peak)	306	TOTAL ROOM NIGHTS	1,200
HOTEL BLOCK	1	2	3
Hotel Name	Hilton	Concourse	Best Western
Peak Room Block Bid	100	100	75

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	\$583,778
COMPETITION	TBD	ATTENDANCE	550
DECISION DATE	06/01/2016	EXPECTED CONTRACT REVENUE	\$24,369

HISTORY	1	2	3
MONTH & YEAR	October 2014	November 2013	December 2012
CITY	Savannah, GA	Richmond, VA	Seattle, WA
FACILITY	Hyatt Regency	Richmond Marriott	Westin Seattle
BLOCK TOTAL	1525	1355	1499
PICK UP TOTAL	1195	1280	1130

COMMENTS	OTHER FUNDING (external & internal)
The group is currently not looking at other cities. If the BOD likes the Madison proposal, they will choose Madison and possibly sign in 2015. We have strong locals pushing for it.	

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

DOS Approval Rebecca J. Ram
 DOS Approval Date 6/25/14

CEO Approval [Signature]
 CEO Approval Date 6/25/14

INTERNAL USE ONLY:

Committee Meeting	
Approval Date & Amount	