

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.

Form Revised 6/24/14

DATE OF REQUEST	11/4/16	SALES MANAGER	Sarah Lemmers
GROUP	Welsh North American Association		
EVENT TITLE	2019 North American Festival of Wales	LEAD	116079
EVENT DATES	Aug 28 - Sept 1, 2019 <small>(verify this does not conflict with major, annual events)</small>	AMOUNT REQUESTED	\$14,400
ASSISTANCE TYPE	Non-Shuttle	FUND USE	Facility Rental

PEAK ROOM NIGHTS (total peak)	250	TOTAL ROOM NIGHTS	960
HOTEL BLOCK	1	2	3
Hotel Name	Hilton	Park Hotel	
Peak Room Block Bid	150	90	

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	\$553,169
COMPETITION	other WI cities	ATTENDANCE	800
DECISION DATE	4/1/17	EXPECTED CONTRACT REVENUE	\$30,239

HISTORY	1	2	3
MONTH & YEAR	Sept 2015	Sept 2013	Sept 2012
CITY	Columbus, OH	Calgary, OH, Canada	Scranton, PA
FACILITY	Hyatt	Fairmont Royal York	Radisson, Hilton
BLOCK TOTAL	1050	940	940
PICK UP TOTAL	1062	1224	926

COMMENTS	OTHER FUNDING (external & internal)	\$5,500 GMCVB Grant
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TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

DOS Approval [Signature]

DOS Approval Date 11-21-16

CEO Approval [Signature]

CEO Approval Date 11-21-16

INTERNAL USE ONLY:

Committee Meeting

Approval Date & Amount