

MT BEAAC

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 7/9/18 SALES MANAGER Jeff Holcomb

GROUP American Astronomical Society

EVENT TITLE 236th Meeting of the AAS LEAD 118582

EVENT DATES May 29 - June 4, 2020 AMOUNT REQUESTED \$19,500
(verify this does not conflict with major, annual events)

ASSISTANCE TYPE Non-Shuttle FUND USE Facility Rental

PEAK ROOM NIGHTS (total peak) 452 TOTAL ROOM NIGHTS 1,300

HOTEL BLOCK	1	2	3	4
Hotel Name	<u>Hilton</u>	<u>Park Hotel</u>	<u>Madison Concourse</u>	<u>DoubleTree</u>
Peak Room Block Bid	<u>150</u>	<u>120</u>	<u>75</u>	<u>40</u>

GROUP STATUS Pending DIRECT SPENDING IMPACT \$735,445

COMPETITION Minneapolis, St. Paul, St. Louis, Kansas City ATTENDANCE 750

DECISION DATE 9/30/18 EXPECTED CONTRACT REVENUE \$76,365

HISTORY	1	2	3
MONTH & YEAR	<u>June 2017</u>	<u>June 2016</u>	<u>June 2014</u>
CITY	<u>Austin</u>	<u>San Diego</u>	<u>Boston</u>
FACILITY	<u>JW Marriott</u>	<u>Hilton San Diego Bayfront</u>	<u>Westin Copley Place</u>
BLOCK TOTAL			<u>2610</u>
PICK UP TOTAL			<u>1413</u>

COMMENTS See also MINT history attached. OTHER FUNDING (external & internal) GMCVB Grant \$19,500

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

DOS Approval [Signature]
DOS Approval Date 7-16-18
CEO Approval [Signature]
CEO Approval Date 7-16-18

INTERNAL USE ONLY:

Committee Meeting
Approval Date & Amount

MINT Post-Event Report -- American Astronomical Society, Semi-Annual Meeting

The AAS meets twice per year, once in January and once in June. This report is June Meeting only.

From: MINT+ Admin <admin@empowermint.com>

Sent: Monday, July 09, 2018 2:25 PM

To: Vanden Brook, Julie <vandenbrook@visitmadison.com>

Subject: You have received a MINT Post Event Report

Organization Information

Organization	American Astronomical Society
Market Segment	SCIENTIFIC, ENGINEERING, TECHNICAL, COMPUTERS
Address	1667 K St. NW
City / State / Zip / Country	Washington DC 20006 UNITED STATES
Phone / Fax	202-328-2010 202-234-2560
Web Address	aas.org

Meeting Information

Meeting Name / Frequency	ANNUAL SUMMER NORTH AMERICAN CONVENTION / Annual
Region / State / Province	US NATIONAL / None
Budget / Schedule Flexibility	Budget: Average Cost Schedule: Minimal
Usual Start Day	Sunday Duration: 5 days

Meeting Planner Info

Name	Kim Earle
Title	Director, Meeting Services
Email	earle@aas.org
Phone	202-328-2010

MINT History Information

Meeting Date / Location / Bureau	8/1/2015 [Saturday] - 8/14/2015 - Honolulu HI UNITED STATES
Attendance / Peak Rooms	[Registered: 2825 Total: 2975] - [Reserved: 1950 Picked Up: 884]
Hotel Information	HQ Hotel: Hilton Hawaiian Village HQ Peak Rooms: 900 Hotels Used: 4 Total Room Nights: 10059
Facilities Information	Largest Attendance: 2800 Simultaneous Rooms: 47 F&B Functions: 0 Largest Meal Attendance: 0
Exhibit Information	Start/End Day: Saturday/FridaySite: NONE Gross/Net Sq Ft: 88752/13570 Move In/Out Days: 2 / 0 Number of Exhibits: [8x10 - 0] [10x10 - 36] [Table Top - 0] [Other - 20]

Room Flows	8/1/2015 - Saturday	Reserved Rooms: 1860 [95%]	Actual Rooms: 321 [36%]
	8/2/2015 - Sunday	Reserved Rooms: 1950 [100%]	Actual Rooms: 686 [78%]
	8/3/2015 - Monday	Reserved Rooms: 1950 [100%]	Actual Rooms: 779 [88%]
	8/4/2015 - Tuesday	Reserved Rooms: 1950 [100%]	Actual Rooms: 845 [96%]
	8/5/2015 - Wednesday	Reserved Rooms: 1950 [100%]	Actual Rooms: 884 [100%]
	8/6/2015 - Thursday	Reserved Rooms: 1950 [100%]	Actual Rooms: 883 [100%]
	8/7/2015 - Friday	Reserved Rooms: 1950 [100%]	Actual Rooms: 833 [94%]
	8/8/2015 - Saturday	Reserved Rooms: 1950 [100%]	Actual Rooms: 756 [86%]

	8/9/2015 - Sunday	Reserved Rooms: 1950 [100%]	Actual Rooms: 775 [88%]
	8/10/2015 - Monday	Reserved Rooms: 1950 [100%]	Actual Rooms: 776 [88%]
	8/11/2015 - Tuesday	Reserved Rooms: 1950 [100%]	Actual Rooms: 734 [83%]
	8/12/2015 - Wednesday	Reserved Rooms: 1950 [100%]	Actual Rooms: 676 [76%]
	8/13/2015 - Thursday	Reserved Rooms: 1950 [100%]	Actual Rooms: 592 [67%]
	8/14/2015 - Friday	Reserved Rooms: 925 [47%]	Actual Rooms: 417 [47%]

MINT History Information

Meeting Date / Location / Bureau	5/29/2014 [Thursday] - 6/6/2014 - BOSTON MA UNITED STATES		
Attendance / Peak Rooms	[Registered: 1000 Total: 700] - [Reserved: 650 Picked Up: 317]		
Hotel Information	HQ Hotel: Westin, Copley Place Boston HQ Peak Rooms: 317 Hotels Used: 2 Total Room Nights: 1413		
Facilities Information	Largest Attendance: 700 Simultaneous Rooms: 6 F&B Functions: 18 Largest Meal Attendance: 650		
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: / Move In/Out Days: / Number of Exhibits: [8x10 -] [10x10 -] [Table Top -] [Other -]		
Room Flows	5/29/2014 - Thursday	Reserved Rooms: 40 [6%]	Actual Rooms: 0 [0%]
	5/30/2014 - Friday	Reserved Rooms: 100 [15%]	Actual Rooms: 0 [0%]
	5/31/2014 - Saturday	Reserved Rooms: 200 [31%]	Actual Rooms: 0 [0%]
	6/1/2014 - Sunday	Reserved Rooms: 650 [100%]	Actual Rooms: 0 [0%]
	6/2/2014 - Monday	Reserved Rooms: 650 [100%]	Actual Rooms: 0 [0%]
	6/3/2014 - Tuesday	Reserved Rooms: 650 [100%]	Actual Rooms: 0 [0%]
	6/4/2014 - Wednesday	Reserved Rooms: 200 [31%]	Actual Rooms: 0 [0%]
	6/5/2014 - Thursday	Reserved Rooms: 95 [15%]	Actual Rooms: 0 [0%]
	6/6/2014 - Friday	Reserved Rooms: 25 [4%]	Actual Rooms: 0 [0%]
	5/29/2016 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 20 [6%]
	5/30/2016 - Monday	Reserved Rooms: 0 [0%]	Actual Rooms: 60 [19%]
	5/31/2016 - Tuesday	Reserved Rooms: 0 [0%]	Actual Rooms: 110 [35%]
	6/1/2016 - Wednesday	Reserved Rooms: 0 [0%]	Actual Rooms: 292 [92%]
	6/2/2016 - Thursday	Reserved Rooms: 0 [0%]	Actual Rooms: 317 [100%]
	6/3/2016 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 306 [97%]
	6/4/2016 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 210 [66%]
	6/5/2016 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 85 [27%]
	6/6/2016 - Monday	Reserved Rooms: 0 [0%]	Actual Rooms: 13 [4%]

MINT History Information

Meeting Date / Location / Bureau	6/2/2013 [Sunday] - 6/6/2013 - Indianapolis IN UNITED STATES		
Attendance / Peak Rooms	[Registered: 1100 Total: 1100] - [Reserved: 450 Picked Up: 227]		
Hotel Information	HQ Hotel: The Westin Indianapolis HQ Peak Rooms: 227 Hotels Used: 1 Total Room Nights: 1002		
Facilities Information	Largest Attendance: 1100 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 0		
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 0] [Other - 0]		

MINT History Information

Notes			
Room Flows	5/30/2013 - Thursday	Reserved Rooms: 45 [10%]	Actual Rooms: 3 [1%]
	5/31/2013 - Friday	Reserved Rooms: 105 [23%]	Actual Rooms: 49 [22%]
	6/1/2013 - Saturday	Reserved Rooms: 115 [26%]	Actual Rooms: 86 [38%]
	6/2/2013 - Sunday	Reserved Rooms: 450 [100%]	Actual Rooms: 212 [93%]
	6/3/2013 - Monday	Reserved Rooms: 450 [100%]	Actual Rooms: 227 [100%]
	6/4/2013 - Tuesday	Reserved Rooms: 450 [100%]	Actual Rooms: 214 [94%]
	6/5/2013 - Wednesday	Reserved Rooms: 150 [33%]	Actual Rooms: 170 [75%]
	6/6/2013 - Thursday	Reserved Rooms: 95 [21%]	Actual Rooms: 41 [18%]
	6/7/2013 - Friday	Reserved Rooms: 25 [6%]	Actual Rooms: 0 [0%]

History Information-Data Not Reported

Meeting Date / Location / Bureau	5/24/2012 [] - ? - ANCHORAGE AK UNITED STATES ANCHORAGE
Attendance / Peak Rooms	[Registered: 0 Total:] - [Reserved: 0 Picked Up:]
Hotel Information	HQ Hotel: HQ Peak Rooms: Hotels Used: 0 Total Room Nights: Housing:
Facilities Information	Largest Attendance: Simultaneous Rooms: F&B Functions: Largest Meal Attendance:
Exhibit Information	Start/End Day: /Site: Gross/Net Sq Ft: / Move In/Out Days: / Number of Exhibits: [8x10 -] [10x10 -] [Table Top -] [Other -]
Notes	MAY 19-24, 2012
Room Flows	□

History Information-Data Not Reported

Meeting Date / Location / Bureau	5/20/2011 [Friday] - 5/27/2011 - BOSTON MA UNITED STATES BOSTON
Attendance / Peak Rooms	[Registered: 1000 Total: 0] - [Reserved: 600 Picked Up: 0]
Hotel Information	HQ Hotel: Westin Copley Place HQ Peak Rooms: 0 Hotels Used: 0 Total Room Nights: 0 Housing: NONE
Facilities Information	Largest Attendance: 0 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 0
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 0] [Other - 0]
Notes	
Room Flows	□