

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.

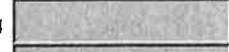
DATE OF REQUEST		2017-07-24		SALES MANAGER		Jeff Holcomb		
GROUP		EcoAdapt						
EVENT TITLE		4th National Adaptation Forum				LEAD		117411
EVENT DATES		April 22-26, 2019 <small>(verify this does not conflict with major, annual events)</small>		AMOUNT REQUESTED		\$21,000		
ASSISTANCE TYPE		Non-Shuttle		FUND USE		Facility Rental		
PEAK ROOM NIGHTS (total peak)		450		TOTAL ROOM NIGHTS		1,500		
HOTEL BLOCK		1		2		3		4
Hotel Name		Hilton		Park		Madison Concourse		
Peak Room Block Bid		150		150		150		
GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$1,210,000 \$713,116		
COMPETITION		Cleveland, Denver, Memphis		ATTENDANCE		1,100		
DECISION DATE		12/29/2017		EXPECTED CONTRACT REVENUE		\$48,762		
HISTORY		1		2		3		
MONTH & YEAR		May 2017		May 2015		April 2013		
CITY		Saint Paul, MN		St. Louis		Denver		
FACILITY		RiverCentre		Union Station Hotel		Marriott City Center		
BLOCK TOTAL		1584		Requested		Requested		
PICK UP TOTAL		1431						
COMMENTS						OTHER FUNDING (external & internal)		\$6,000-GMCVB

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

DOS Approval 
DOS Approval Date 9/5/17

CEO Approval 
CEO Approval Date 9/5/17

INTERNAL USE ONLY:

Committee Meeting 
Approval Date & Amount 