

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	AMOUNT REQUESTED	\$21,000																								
ASSISTANCE TYPE	Non-Shuttle	FUND USE	Facility Rental																								
PEAK ROOM NIGHTS (total peak)	450	TOTAL ROOM NIGHTS	1,500																								
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GROUP STATUS	Pending	DIRECT SPENDING IMPACT	\$1,210,000- 11713116																								
COMPETITION	Cleveland, Denver, Memphis	ATTENDANCE	1,100																								
DECISION DATE	12/29/2017	EXPECTED CONTRACT REVENUE	\$48,762																								
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BLOCK TOTAL	1584	Requested	Requested																								
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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

INTERNAL USE ONLY:

Committee Meeting

CEO Approval

CEO Approval Date

Approval Date & Amount