

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

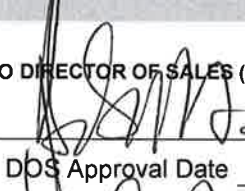
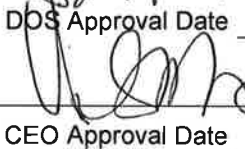
DATE OF REQUEST	7/9/18		SALES MANAGER	Jeff Holcomb	
GROUP	National Association for Campus Activities				
EVENT TITLE	2020 Northern Plains Regional Conference			LEAD	118561
EVENT DATES	April 1-4, 2020 (verify this does not conflict with major, annual events)		AMOUNT REQUESTED	\$12,000	
ASSISTANCE TYPE	Non-Shuttle		FUND USE	Facility Rental	
PEAK ROOM NIGHTS (total peak)	275		TOTAL ROOM NIGHTS	800	
HOTEL BLOCK	1	2	3	4	
Hotel Name	Hilton	Madison Concourse	Park Hotel	AC Hotel	
Peak Room Block Bid	150	100	75	50	

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	\$583,816
COMPETITION	St. Paul; Rochester, MN	ATTENDANCE	900
DECISION DATE	8/31/18	EXPECTED CONTRACT REVENUE	\$43,587

HISTORY	1	2	3
MONTH & YEAR	April 2018	April 2016	April 2015
CITY	St. Paul	Madison	Madison
FACILITY	RiverCentre	Monona Terrace	Monona Terrace
BLOCK TOTAL		798	798
PICK UP TOTAL		711	714

COMMENTS	See also attached MINT history.	OTHER FUNDING (external & internal)	GMCVB Grant \$12,000
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TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

DOS Approval 
 DOS Approval Date 7-16-18
 CEO Approval 
 CEO Approval Date 7-16-18

INTERNAL USE ONLY:

Committee Meeting 
 Approval Date & Amount 

MINT Post-Event Report -- National Association for Campus Activities, Northern Plains Regional Conference

The next NACA® Northern Plains Regional Conference will take place March 28-31, 2019 in St. Paul, MN.

From: MINT+ Admin <admin@empowermint.com>
Sent: Monday, July 09, 2018 3:04 PM
To: Vanden Brook, Julie <vandenbrook@visitmadison.com>
Subject: You have received a MINT Post Event Report

Organization Information

Organization	National Association for Campus Activities
Market Segment	TRADE, COMMERCIAL OR BUSINESS
Address	13 Harbison Way
City / State / Zip / Country	Columbia SC 29212 UNITED STATES
Phone / Fax	803-732-6222 803-749-1047
Web Address	http://www.naca.org

Meeting Information

Meeting Name / Frequency	Northern Plains Regional Conference / Varies
Region / State / Province	STATE / IL, IN, NV
Budget / Schedule Flexibility	Budget: None Schedule: None
Usual Start Day	Tuesday Duration: 1 days

Meeting Planner Information

Name	Teresa Meyers
Title	Meeting Planner
Email	Teresa.Meyers@experient-inc.com
Phone	(301) 865-5140

MINT History Information

Meeting Date / Location / Bureau	4/7/2016 [Thursday] - 4/10/2016 - Madison WI UNITED STATES		
Attendance / Peak Rooms	[Registered: 800 Total: 815] - [Reserved: 250 Picked Up: 233]		
Hotel Information	HQ Hotel: Hilton Madison Monona Terrace HQ Peak Rooms: 153 Hotels Used: 3 Total Room Nights: 711		
Facilities Information	Largest Attendance: 750 Simultaneous Rooms: 11 F&B Functions: 3 Largest Meal Attendance: 780		
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 1] [10x10 - 99] [Table Top - 0] [Other - 0]		
Room Flows	4/5/2016 - Tuesday	Reserved Rooms: 0 [0%]	Actual Rooms: 2 [1%]
	4/6/2016 - Wednesday	Reserved Rooms: 0 [0%]	Actual Rooms: 53 [23%]
	4/7/2016 - Thursday	Reserved Rooms: 60 [24%]	Actual Rooms: 233 [100%]
	4/8/2016 - Friday	Reserved Rooms: 250 [100%]	Actual Rooms: 222 [95%]
	4/9/2016 - Saturday	Reserved Rooms: 250 [100%]	Actual Rooms: 201 [86%]
	4/10/2016 - Sunday	Reserved Rooms: 238 [95%]	Actual Rooms: 0 [0%]

MINT History Information

Meeting Date / Location / Bureau	4/15/2015 [Wednesday] - 4/19/2015 - Madison WI UNITED STATES		
Attendance / Peak Rooms	[Registered: 800 Total: 750] - [Reserved: 250 Picked Up: 224]		
Hotel Information	HQ Hotel: Hilton Madison Monona Terrace HQ Peak Rooms: 162 Hotels Used: 3 Total Room Nights: 714		
Facilities Information	Largest Attendance: 100 Simultaneous Rooms: 12 F&B Functions: 4 Largest Meal Attendance: 727		
Exhibit Information	Start/End Day: /Site: CONVENTION CENTER Gross/Net Sq Ft: 18600/10100 Move In/Out Days: 1 / 1 Number of Exhibits: [8x10 - 0] [10x10 - 99] [Table Top - 0] [Other - 1]		
Room Flows	4/14/2015 - Tuesday	Reserved Rooms: 0 [0%]	Actual Rooms: 21 [9%]
	4/15/2015 - Wednesday	Reserved Rooms: 60 [24%]	Actual Rooms: 48 [21%]
	4/16/2015 - Thursday	Reserved Rooms: 250 [100%]	Actual Rooms: 219 [98%]
	4/17/2015 - Friday	Reserved Rooms: 250 [100%]	Actual Rooms: 224 [100%]
	4/18/2015 - Saturday	Reserved Rooms: 238 [95%]	Actual Rooms: 202 [90%]

MINT History Information

Meeting Date / Location / Bureau	3/27/2012 [Tuesday] - 3/31/2012 - Saint Paul MN UNITED STATES		
Attendance / Peak Rooms	[Registered: 800 Total: 800] - [Reserved: 250 Picked Up: 266]		
Hotel Information	HQ Hotel: Crowne Plaza Saint Paul Riverfront HQ Peak Rooms: 266 Hotels Used: 1 Total Room Nights: 813		
Facilities Information	Largest Attendance: 2000 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]		
Room Flows	3/27/2012 - Tuesday	Reserved Rooms: 0 [0%]	Actual Rooms: 12 [5%]
	3/28/2012 - Wednesday	Reserved Rooms: 42 [17%]	Actual Rooms: 49 [18%]
	3/29/2012 - Thursday	Reserved Rooms: 250 [100%]	Actual Rooms: 255 [96%]
	3/30/2012 - Friday	Reserved Rooms: 250 [100%]	Actual Rooms: 266 [100%]
	3/31/2012 - Saturday	Reserved Rooms: 250 [100%]	Actual Rooms: 231 [87%]

MINT History Information

Meeting Date / Location / Bureau	4/15/2010 [Thursday] - 4/18/2010 - SAINT PAUL MN UNITED STATES		
Attendance / Peak Rooms	[Registered: 800 Total: 800] - [Reserved: 375 Picked Up: 235]		
Hotel Information	HQ Hotel: CROWNE PLAZA RIVERFRONT HOTEL HQ Peak Rooms: 235 Hotels Used: 2 Total Room Nights: 739		
Facilities Information	Largest Attendance: 2000 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 0		
Exhibit Information	Start/End Day: /Site: CONVENTION CENTER Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 0] [Other - 0]		
Room Flows	4/13/2010 - Tuesday	Reserved Rooms: 10 [4%]	Actual Rooms: 8 [3%]
	4/14/2010 - Wednesday	Reserved Rooms: 50 [18%]	Actual Rooms: 64 [27%]
	4/15/2010 - Thursday	Reserved Rooms: 275 [100%]	Actual Rooms: 233 [99%]
	4/16/2010 - Friday	Reserved Rooms: 275 [100%]	Actual Rooms: 235 [100%]
	4/17/2010 - Saturday	Reserved Rooms: 265 [96%]	Actual Rooms: 199 [85%]