

# 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		9/4/19		SALES MANAGER		Sarah Lemmers		
GROUP		National Wildlife Rehabilitators Association						
EVENT TITLE		Symposium 2021				LEAD		118893
EVENT DATES		March 1-6, 2021 <small>(verify this does not conflict with major, annual events)</small>		AMOUNT REQUESTED		\$16,500		
ASSISTANCE TYPE		Non-Shuttle		FUND USE		Facility Rental		
PEAK ROOM NIGHTS (total peak)		217		TOTAL ROOM NIGHTS		1,100		
HOTEL BLOCK		1		2		3		4
Hotel Name		<del>Marriott</del> Hilton		Park		Hyatt		Concourse
Peak Room Block Bid		150		75		30		TBD
GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$478,797		
COMPETITION		Milwaukee, Denver, various cities in U.S.		ATTENDANCE		475		
DECISION DATE		12/31/19		EXPECTED CONTRACT REVENUE		\$25,376		
HISTORY		1		2		3		
MONTH & YEAR		March 2019		Feb-Mar 2018		March 2017		
CITY		St. Louis		Anaheim, CA		Williamsburg, VA		
FACILITY		Marriott Airport		DoubleTree		Great Wolf Lodge		
BLOCK TOTAL		990		992		967		
PICK UP TOTAL		1224		1010		1236		
COMMENTS						OTHER FUNDING (external & internal)		

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

DOS Approval

DOS Approval Date

9/4/19

CEO Approval

CEO Approval Date

9/7/19

INTERNAL USE ONLY:

Committee Meeting

Approval Date & Amount