

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.

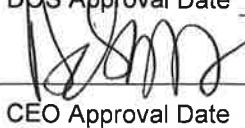
PLUS ONE OF THE FOLLOWING :

- ☒ 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		6/13/18		SALES MANAGER		Jeff Holcomb	
GROUP		Wisconsin Department of Tourism					
EVENT TITLE		2020 Governor's Conference on Tourism				LEAD	
						114148	
EVENT DATES		March 15-17, 2020		AMOUNT REQUESTED		\$13,500	
		(verify this does not conflict with major, annual events)					
ASSISTANCE TYPE		Non-Shuttle		FUND USE		Facility Rental	
PEAK ROOM NIGHTS (total peak)		500		TOTAL ROOM NIGHTS		900	
HOTEL BLOCK		1		2		3	
Hotel Name		Hilton		Concourse		Park	
Peak Room Block Bid		150		175		90	
GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$518,303	
COMPETITION				ATTENDANCE		1,000	
DECISION DATE		6/30/18		EXPECTED CONTRACT REVENUE		\$38,522	
HISTORY		1		2		3	
MONTH & YEAR		March 2018		March 2017		March 2013	
CITY		Appleton		Milwaukee		Madison	
FACILITY		Fox Cities Exhibition Center		Potawatomi Hotel & Casino		Monona Terrace	
BLOCK TOTAL						1545	
PICK UP TOTAL						925	
COMMENTS						OTHER FUNDING (external & internal)	
						GMCVB Grant \$13,550	

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 