

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		2018-10-30		SALES MANAGER		Jeff Holcomb		
GROUP		American Astronomical Society						
EVENT TITLE		Summer Meeting of the AAS 2023				LEAD		118690
EVENT DATES		June 5-8, 2023 (verify this does not conflict with major, annual events)		AMOUNT REQUESTED		\$20,000		
ASSISTANCE TYPE		Non-Shuttle		FUND USE		Facility Rental		
PEAK ROOM NIGHTS (total peak)		337		TOTAL ROOM NIGHTS		1,375		
HOTEL BLOCK		1		2		3		4
Hotel Name		Hilton		Park		Concourse		
Peak Room Block Bid		100		120		150		
GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$758,297		
COMPETITION		Minneapolis, St. Louis, Kansas City		ATTENDANCE		750		
DECISION DATE		12/31/2018		EXPECTED CONTRACT REVENUE		\$84,853		
HISTORY		1		2		3		
MONTH & YEAR		June 2018		June 2017		June 2016		
CITY		Denver		Washington DC		San Diego		
FACILITY		Sheraton Downtown		Gaylord National Harbor		Hilton San Diego Bayfront		
BLOCK TOTAL				2040				
PICK UP TOTAL		1378		1225		1320		
COMMENTS						OTHER FUNDING (external & internal)		\$20,000 <i>gmcvp grant</i>

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

DOS Approval *[Signature]*
 DOS Approval Date 11/8/18
 CEO Approval *[Signature]*
 CEO Approval Date 11/9/18

INTERNAL USE ONLY:

Committee Meeting
 Approval Date & Amount