

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 8/24/22

Sales Manager Keola Shimooka

Group Simpleview, Inc.

Event Name Simpleview Summit 2024

Lead # 119441

Event Dates April 15-18, 2024

Verify this does not conflict with major annual events.

Amount Requested \$37,500

Fund Use Choose an item.

Peak Room Nights (total peak) 1100

Total Room Nights 2500

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton	Park	Concourse	Several DT hotels
Peak Room Block Bid	150	130	250	Enough to cover peak

Lead Status Pending

Direct Spending Impact \$701,763

Competition Denver; Toronto; Vancouver; Tucson; San Diego; Spokane

Attendance 1100

Decision Date 10/27/22

Expected Contract Revenue \$55,799

HISTORY

	1	2	3
Month & Year	April 2022	July 2021	May 2019
City	Phoenix, AZ	Fort Wayne, IN	Phoenix, AZ
Facility	Sheraton Phoenix Downtown		Sheraton Phoenix Downtown
Block Total	1670 attendance	2650	2830
Pick Up Total		2620	2618

Comments See also attached MINT report

Other Funding no
(external & internal)

Email form or Print and give (with any attachments) to Senior Convention Sales Coordinator – Who will route to VP and CEO for Approval.

VP Approval

Date

9/7/22

Internal Use Only:

Committee Meeting
Approval Date
& Amount

CEO Approval

Date

9.6.22

MINT report for Simpleview Summit

From: admin@mintplus.org <admin@mintplus.org>

Sent: Wednesday, August 24, 2022 1:10 PM

Organization Information

Organization [Simpleview](#)
Market Segment NON-DMAI MARKET SEGMENT / / 541511
Address 8950 N. Oracle Road
City / State / Zip / Country Tucson AZ 85704 UNITED STATES
Phone / Fax (520) 575-1151 (520) 575-1171
Web Address <http://www.simpleviewinc.com>

Meeting Information

Meeting Name / Frequency [Simpleview Summit](#) / Varies
Region / State / Province STATE / None
Budget / Schedule Flexibility Budget: None Schedule: None
Usual Start Day Monday Duration: 1 days

Meeting Planner Information

Name [James Werner](#)
Title
Email jwerner@simpleviewinc.com
Phone (520) 575-1151

MINT History Information

Meeting Date / Location / [4/10/2022 \[Sunday\] - 4/12/2022](#) - Phoenix AZ DataTeam
Attendance / Peak Rooms [Registered: 1670 Total: 1200] - [Reserved: 0 Picked Up: 0]
Hotel Information HQ Hotel: Sheraton Phoenix Downtown HQ Peak Rooms: 0 Hotels Used: 0 Total Room Nights: 2057 Housing: NONE
Facilities Information Largest Attendance: 0 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 0
Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0
Exhibit Information Move In/Out Days: 0 / 0
Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 0] [Other - 0]

Notes

Room Flows	4/9/2022 - Saturday	Reserved Rooms: 100 [17%]	Actual Rooms: 0 [0%]
	4/10/2022 - Sunday	Reserved Rooms: 350 [58%]	Actual Rooms: 0 [0%]
	4/11/2022 - Monday	Reserved Rooms: 600 [100%]	Actual Rooms: 0 [0%]
	4/12/2022 - Tuesday	Reserved Rooms: 600 [100%]	Actual Rooms: 0 [0%]
	4/13/2022 - Wednesday	Reserved Rooms: 20 [3%]	Actual Rooms: 0 [0%]

MINT History Information

Meeting Date / Location / [7/10/2021 \[Saturday\] - 7/13/2021](#) - Fort Wayne IN DataTeam
Attendance / Peak Rooms [Registered: 2650 Total: 3000] - [Reserved: 805 Picked Up: 0]
Hotel Information HQ Hotel: Visit Fort Wayne HQ Peak Rooms: 0 Hotels Used: 0 Total Room Nights: 2620
Housing: NONE
Facilities Information Largest Attendance: 0 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]

Notes

Room Flows

4/8/2022 - Friday	Reserved Rooms: 50 [6%]	Actual Rooms: 45 [6%]
4/9/2022 - Saturday	Reserved Rooms: 300 [38%]	Actual Rooms: 280 [35%]
4/10/2022 - Sunday	Reserved Rooms: 800 [100%]	Actual Rooms: 805 [100%]
4/11/2022 - Monday	Reserved Rooms: 800 [100%]	Actual Rooms: 805 [100%]
4/12/2022 - Tuesday	Reserved Rooms: 700 [88%]	Actual Rooms: 685 [85%]

MINT History Information

Meeting Date / Location [5/17/2019 \[Friday\] - 5/22/2019](#) - Phoenix AZ PHOENIX
Attendance / Peak Rooms [Registered: 700 Total: 700] - [Reserved: 700 Picked Up: 703]
Hotel Information HQ Hotel: Sheraton Phoenix Downtown HQ Peak Rooms: 703 Hotels Used: 1 Total Room
Nights: 2618 Housing: OTHER
Facilities Information Largest Attendance: 700 Simultaneous Rooms: 0 F&B Functions: Largest Meal Attendance:
Exhibit Information Start/End Day: /Site: NONE Gross/Net Sq Ft: /
Move In/Out Days: /
Number of Exhibits: [8x10 -] [10x10 -] [Table Top -] [Other -]

Notes

Room Flows

5/17/2019 - Friday	Reserved Rooms: 10 [1%]	Actual Rooms: 1 [0%]
5/18/2019 - Saturday	Reserved Rooms: 200 [29%]	Actual Rooms: 168 [24%]
5/19/2019 - Sunday	Reserved Rooms: 520 [74%]	Actual Rooms: 440 [63%]
5/20/2019 - Monday	Reserved Rooms: 700 [100%]	Actual Rooms: 703 [100%]
5/21/2019 - Tuesday	Reserved Rooms: 700 [100%]	Actual Rooms: 695 [99%]
5/22/2019 - Wednesday	Reserved Rooms: 700 [100%]	Actual Rooms: 603 [86%]
5/23/2019 - Thursday	Reserved Rooms: 0 [0%]	Actual Rooms: 8 [1%]

MINT History Information

Meeting Date / Location / [5/5/2018 \[Saturday\] - 5/9/2018](#) - Phoenix AZ PHOENIX
Attendance / Peak Rooms [Registered: 750 Total: 0] - [Reserved: 750 Picked Up: 0]
Hotel Information HQ Hotel: Fairmont Scottsdale Princess HQ Peak Rooms: 750 Hotels Used: 1 Total Room
Nights: 6 Housing: NONE
Facilities Information Largest Attendance: 0 Simultaneous Rooms: 0 F&B Functions: Largest Meal Attendance:
Exhibit Information Start/End Day: /Site: NONE Gross/Net Sq Ft: /
Move In/Out Days: /
Number of Exhibits: [8x10 -] [10x10 -] [Table Top -] [Other -]

MINT Future Booking Information

Meeting Date / Location / Bureau [1/1/2026](#) - Tucson AZ DataTeam