

**BOOKING INCENTIVE REQUEST**

GREATER MADISON CONVENTION & VISITORS BUREAU  
615 E. WASHINGTON AVENUE > MADISON, WI > 53703  
WWW.VISITMADISON.COM

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	2011-12-05	SALES MANAGER	Jeff Holcomb
GROUP	U.S. Academic Decathlon		
EVENT TITLE	National Competition	LEAD	111,175
EVENT DATES	April 16-24, 2017 <small>(verify this does not conflict with major, annual events)</small>	AMOUNT REQUESTED	\$15,000
ASSISTANCE TYPE	Non-Shuttle	FUND USE	Facility Rental

PEAK ROOM NIGHTS (total peak)	230			TOTAL ROOM NIGHTS	1,010		
<b>HOTEL BLOCK</b>	1	2	3	4			
Hotel Name	Hilton	Inn on the Park					
Peak Room Block Bid	150	80					

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	\$461,840
COMPETITION	WI Dells, Milwaukee	ATTENDANCE	650

HISTORY	1	2	3
MONTH & YEAR	2011	2010	
CITY	Charlotte, NC	Omaha	
FACILITY	Hilton City Center	Holiday Inn Conv. Ctr.	
BLOCK TOTAL	1200	1270	
PICK UP TOTAL	1,167	1,087	

COMMENTS	OTHER FUNDING (external & internal)
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TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

DOS Approval \_\_\_\_\_  
 DOS Approval Date 2/4/12

CEO Approval \_\_\_\_\_  
 CEO Approval Date 2/4/12

INTERNAL USE ONLY :	
Committee Meeting :	
Approval Date & Amount :	
Scanned :	
Check Request :	
CRM & Tracking Updated :	