



MT BEA FUND 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 March 20, 2023

Sales Manager Sarah Lemmers

Group American Association of State Highway & Transportation Officials

Event Name 2024 AASHTO Spring Meeting

Lead # 119569

Event Dates April 21-25, 2024

Amount Requested \$15,000

Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 300 Total Room Nights 1000

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Park Hotel	Concourse	Sheraton
Peak Room Block Bid	50	80	50	75

Lead Status Pending

Direct Spending Impact \$450,793

Competition Milwaukee

Attendance 400

Decision Date May 31, 2023

Expected Contract Revenue \$23105

HISTORY	1	2	3
Month & Year	May 2023	May 2022	May 2019
City	Seattle, WA	New Orleans, LA	Park City, UT
Facility	Hyatt Seattle	Hilton New Orleans Riverside	Canyons Village
Block Total	1419	982	1257
Pick Up Total			1235

Comments _____

Other Funding DM - 2,000
(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 [Signature]

Date 3/22/23

CEO Approval [Signature]

Date 3.27.23

Internal Use Only:

Committee Meeting Approval Date & Amount	
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