

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 | | 2015-03-30 | | SALES MANAGER | | Jeff Holcomb | | |
| GROUP | | University and College Designers Association | | | | | | |
| EVENT TITLE | | 2018 UCDA Design Conference | | | | LEAD | | 115059 |
| EVENT DATES | | October 11-18, 2018 <small>(verify this does not conflict with major, annual events)</small> | | AMOUNT REQUESTED | | \$10,500 | | |
| ASSISTANCE TYPE | | Non-Shuttle | | FUND USE | | Facility Rental | | |
| PEAK ROOM NIGHTS (total peak) | | 180 | | TOTAL ROOM NIGHTS | | 700 | | |
| HOTEL BLOCK | | 1 | | 2 | | 3 | | 4 |
| Hotel Name | | Hilton | | Inn on the Park | | | | |
| Peak Room Block Bid | | 120 | | 60 | | | | |
| GROUP STATUS | | Pending | | DIRECT SPENDING IMPACT | | \$638,097 \$350,710 | | |
| COMPETITION | | Milwaukee | | ATTENDANCE | | 350 | | |
| DECISION DATE | | 09/30/2015 | | EXPECTED CONTRACT REVENUE | | \$20,840 | | |
| HISTORY | | 1 | | 2 | | 3 | | |
| MONTH & YEAR | | 2014 | | 2013 | | 2012 | | |
| CITY | | Long Beach | | Louisville | | Montreal | | |
| FACILITY | | Hilton Long Beach | | Louisville Marriott Downtown | | Hotel Bonaventure | | |
| BLOCK TOTAL | | HQ639 Total 835 | | 616 | | 628 | | |
| PICK UP TOTAL | | HQ675 Total 871 | | 790 | | 811 | | |
| COMMENTS | | \$15 per room night 350 x 15 = \$10,500 | | | | OTHER FUNDING (external & internal) | | |

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

DOS Approval Rebecca J. Lang
DOS Approval Date 4/3/15
CEO Approval [Signature]
CEO Approval Date 4/3/15

INTERNAL USE ONLY:

Committee Meeting
Approval Date & Amount

*Group History Summary

| | |
|----------------------|--|
| Today's Date: | 3/30/2015 |
| Group: | University and College Designers Association |
| Meeting: | UCDA Design Conference |

| 2012 Bonaventure Hotel Montreal | Wed 10/10 | Thu 10/11 | Fri 10/12 | Sat 10/13 | Sun 10/14 | Mon 10/15 | Tue 10/16 | Wed 10/17 | Thu 10/18 | Fri 10/19 | TOTAL ROOMS |
|--|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|------------------------|
| Blocked Rooms | 10 | 15 | 61 | 152 | 152 | 132 | 102 | 4 | 0 | 0 | 628 |
| Picked Up Rooms | 8 | 16 | 99 | 185 | 194 | 188 | 111 | 5 | 3 | 2 | 811 |

| 2013 Louisville Marriott Downtown | Sat. 10/09 | Sun. 10/10 | Mon. 10/11 | Tue. 10/12 | Wed. 10/13 | Wed. 10/14 | Thu. 10/15 | Fri. 10/16 | Sat. 10/17 | TOTAL ROOMS |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|
| Blocked Rooms | 13 | 13 | 60 | 150 | 150 | 130 | 100 | 0 | 0 | 616 |
| Picked Up Rooms | 9 | 13 | 85 | 182 | 195 | 207 | 94 | 3 | 2 | 790 |

| 2014 Hilton Long Beach | Wed 9/17 | Thu 9/18 | Fri 9/19 | Sat 9/20 | Sun 9/21 | Mon 9/22 | Tue 9/23 | Wed 9/24 | Thu 9/25 | TOTAL ROOMS |
|---|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|------------------------|
| Blocked Rooms | 8 | 13 | 80 | 150 | 160 | 150 | 75 | 3 | 0 | 639 |
| Picked Up Rooms | 7 | 12 | 69 | 162 | 167 | 165 | 85 | 5 | 2 | 675 |

(See Long Beach overflow and combined total on page 2)