

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.

Form Revised 6/24/14

DATE OF REQUEST **8/17/16** SALES MANAGER **Jeff Holcomb**

GROUP **National Coalition Against Domestic Violence**

EVENT TITLE **2018 National Conference** LEAD **117104**

EVENT DATES **2018, Oct. 11-18** AMOUNT REQUESTED **\$22,500**

(verify this does not conflict with major, annual events)

ASSISTANCE TYPE **Non-Shuttle** FUND USE **Facility Rental**

PEAK ROOM NIGHTS (total peak) **400** TOTAL ROOM NIGHTS **1,500**

| HOTEL BLOCK | 1 | 2 | 3 | 4 |
|---------------------|----------------|-----------------|-------------------|------------|
| Hotel Name | Hilton Madison | Inn on the Park | Madison Concourse | DoubleTree |
| Peak Room Block Bid | 150 | 100 | 100 | 50 |

GROUP STATUS **Pending** DIRECT SPENDING IMPACT **\$808,396**

COMPETITION **Denver, Chicago, St. Paul** ATTENDANCE **1,000**

DECISION DATE **12/30/16** EXPECTED CONTRACT REVENUE **\$34,415**

| HISTORY | 1 | 2 | 3 |
|---------------|-----------------------------------|----------------------|----------------|
| MONTH & YEAR | Oct. 2016 | July 2012 | July/Aug 2010 |
| CITY | Chandler, AZ | Denver | Anaheim |
| FACILITY | Sheraton Grand at Wild Horse Pass | DoubleTree Stapleton | Hilton Anaheim |
| BLOCK TOTAL | | | |
| PICK UP TOTAL | | 1196 | 983 |


COMMENTS **No Conference held in 2014** OTHER FUNDING (external & internal)

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

DOS Approval 
DOS Approval Date **8/29/16**

CEO Approval 
CEO Approval Date **8/29/16**

INTERNAL USE ONLY:

Committee Meeting 
Approval Date & Amount 