

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		2016-03-31		SALES MANAGER		Jeff Holcomb		
GROUP		WI Section American Water Works Association						
EVENT TITLE		Annual Meeting & Water Utility Expo				LEAD		116083
EVENT DATES		September 14-17, 2021 <small>(verify this does not conflict with major, annual events)</small>		AMOUNT REQUESTED		\$8,250		
ASSISTANCE TYPE		Non-Shuttle		FUND USE		Facility Rental		
PEAK ROOM NIGHTS (total peak)		300		TOTAL ROOM NIGHTS		550		
HOTEL BLOCK		1		2		3		4
Hotel Name		Hilton		Inn on the Park		Sheraton		
Peak Room Block Bid		100		100		100		
GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$352,407		
COMPETITION		La Crosse, WI Dells		ATTENDANCE		500		
DECISION DATE		12/30/2016		EXPECTED CONTRACT REVENUE		\$21,540 \$19,145		
HISTORY		1		2		3		
MONTH & YEAR		September 2015		September 2014				
CITY		WI Dells		La Crosse				
FACILITY		Kalahari		La Crosse Center & Radisson				
BLOCK TOTAL		287		239				
PICK UP TOTAL		616		514				
COMMENTS						OTHER FUNDING (external & internal)		

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

DOS Approval 
 DOS Approval Date 2-6-17
 CEO Approval 
 CEO Approval Date 2-6-17

INTERNAL USE ONLY:

Committee Meeting 
 Approval Date & Amount 