

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 5/24/17 SALES MANAGER Brandon Holstein

GROUP USA Judo

EVENT TITLE 2019 Senior National Championships LEAD 1,7340

EVENT DATES 4/22 - 4/28/19 AMOUNT REQUESTED \$ 10,000
(verify this does not conflict with major, annual events)

ASSISTANCE TYPE Non-Shuttle FUND USE Facility Rental

PEAK ROOM NIGHTS (total peak) 240 TOTAL ROOM NIGHTS 750

HOTEL BLOCK	1	2	3	4
Hotel Name	<u>Park Hotel</u>	<u>Clarion Suites</u>	<u>Hilton Madison</u>	
Peak Room Block Bid	<u>70</u>	<u>80</u>	<u>150</u>	

GROUP STATUS Pending DIRECT SPENDING IMPACT \$292,679.12

COMPETITION Salt Lake City, UT & Spokane, WA ATTENDANCE 1200

DECISION DATE 6/1/18 EXPECTED CONTRACT REVENUE MT (119,318)

HISTORY	1	2	3
MONTH & YEAR	<u>April 2014</u>	<u>April 2015</u>	
CITY	<u>Reno, NV</u>	<u>Irving, TX</u>	
FACILITY	<u>Grand Sierra Resort</u>	<u>Irving Convention Center</u>	
BLOCK TOTAL	<u>640</u>	<u>-</u>	
PICK UP TOTAL	<u>736</u>	<u>447</u>	

COMMENTS Not over EPA dates OTHER FUNDING (external & internal) None

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

DOS Approval [Signature]

DOS Approval Date 5-26-17

CEO Approval [Signature]

CEO Approval Date 5/29/17

INTERNAL USE ONLY:

Committee Meeting

Approval Date & Amount