

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	7/6/17		SALES MANAGER	Danielle Ziegler	
GROUP	National Garden Clubs				
EVENT TITLE	2020 National Convention			LEAD	117363
EVENT DATES	May 11-17, 2020 <small>(verify this does not conflict with major, annual events)</small>		AMOUNT REQUESTED	\$19,350	
ASSISTANCE TYPE	Non-Shuttle		FUND USE	Facility Rental	
PEAK ROOM NIGHTS (total peak)	344		TOTAL ROOM NIGHTS	1,290	
HOTEL BLOCK	1	2	3	4	
Hotel Name	Park Hotel	Concourse	DoubleTree	AC Hotel	
Peak Room Block Bid	100	200	40	40	
GROUP STATUS	Pending		DIRECT SPENDING IMPACT	\$504,846	
COMPETITION	Milwaukee		ATTENDANCE	600	
DECISION DATE	8/31/17		EXPECTED CONTRACT REVENUE	\$41,638	
HISTORY	1	2	3		
MONTH & YEAR	May 2017	May 2016	May 2015		
CITY	Richmond, VA	Grand Rapids, MI	Louisville, KY		
FACILITY	Richmond Marriott	Amway Grand Plaza	Crowne Plaza Airport		
BLOCK TOTAL		325 peak rooms	250 peak rooms		
PICK UP TOTAL	see attached MINT report	288 peak rooms	271 peak; 1,433 total		
COMMENTS	Commenced in May 8-9, 2020			OTHER FUNDING (external & internal)	\$5,000 GMCVB Grant fund

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

DOS Approval _____

DOS Approval Date _____

CEO Approval _____

CEO Approval Date 7/6/17

INTERNAL USE ONLY:

Committee Meeting _____

Approval Date & Amount _____

MINT Report for National Garden Clubs Annual National Convention

From: Christine Shimasaki [mailto:admin@empowermint.com]

Sent: Thursday, July 06, 2017 10:20 AM

To: Vanden Brook, Julie

Subject: You have received a MINT Post Event Report

MINT Post Event Report

Organization Information

Organization	National Garden Clubs
Market Segment	ENVIRONMENTAL
Address	4401 Magnolia Ave.
City / State / Zip / Country	St. Louis MO 63110 UNITED STATES
Phone / Fax	314-776-7574 314-776-5108
Web Address	gardenclub.org

Meeting Information

Meeting Name / Frequency	Annual May National Convention / Varies
Region / State / Province	STATE / CA, CT, FL, GA, IL, MO, MS, NY, SC, TX, WA, WI
Budget / Schedule Flexibility	Budget: None Schedule: None
Usual Start Day	Sunday Duration: 1 days

Meeting Planner Info

Name	Sandra H Robinson
Email	SandyR@kayandkay.com
Phone	(606) 878-7281

MINT History Information

Meeting Date / Location / Bureau	5/2/2016 [Monday] - 5/6/2016 - GrandRapids MI UNITED STATES		
Attendance / Peak Rooms	[Registered: 700 Total: 700] - [Reserved: 325 Picked Up: 288]		
Hotel Information	HQ Hotel: Amway Grand Plaza, Curio Colle HQ Peak Rooms: 288 Hotels Used: 1 Total Room Nights: 7		
Facilities Information	Largest Attendance: 400 Simultaneous Rooms: 5 F&B Functions: 5 Largest Meal Attendance: 700		
Exhibit Information	Start/End Day: Wednesday/FridaySite: HOTEL Gross/Net Sq Ft: 4000/0 Move In/Out Days: 1 / 1 Number of Exhibits: [8x10 - 40] [10x10 - 0] [Table Top - 0] [Other - 0]		
Room Flows	5/1/2016 - Sunday	Reserved Rooms: 10 [3%]	Actual Rooms: 45 [16%]
	5/2/2016 - Monday	Reserved Rooms: 150 [46%]	Actual Rooms: 102 [35%]
	5/3/2016 - Tuesday	Reserved Rooms: 200 [62%]	Actual Rooms: 181 [63%]
	5/4/2016 - Wednesday	Reserved Rooms: 300 [92%]	Actual Rooms: 249 [86%]
	5/5/2016 - Thursday	Reserved Rooms: 325 [100%]	Actual Rooms: 288 [100%]
	5/6/2016 - Friday	Reserved Rooms: 300 [92%]	Actual Rooms: 218 [76%]
	5/7/2016 - Saturday	Reserved Rooms: 65 [20%]	Actual Rooms: 40 [14%]
	5/8/2016 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 3 [1%]

MINT History Information

Meeting Date / Location / Bureau	5/12/2015 [Tuesday] - 5/18/2015 - Louisville KY UNITED STATES
Attendance / Peak Rooms	[Registered: 750 Total: 750] - [Reserved: 250 Picked Up: 271]

MINT History Information

Hotel Information	HQ Hotel: Crowne Plaza Louisville Airport HQ Peak Rooms: 271 Hotels Used: 1 Total Room Nights: 1433		
Facilities Information	Largest Attendance: 750 Simultaneous Rooms: 0 F&B Functions: Largest Meal Attendance: 0		
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 1 Number of Exhibits: [8x10 - 0] [10x10 -] [Table Top - 0] [Other -]		
Room Flows	5/11/2015 - Monday	Reserved Rooms: 0 [0%]	Actual Rooms: 75 [28%]
	5/12/2015 - Tuesday	Reserved Rooms: 0 [0%]	Actual Rooms: 120 [44%]
	5/13/2015 - Wednesday	Reserved Rooms: 0 [0%]	Actual Rooms: 187 [69%]
	5/14/2015 - Thursday	Reserved Rooms: 0 [0%]	Actual Rooms: 268 [99%]
	5/15/2015 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 271 [100%]
	5/16/2015 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 265 [98%]
	5/17/2015 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 240 [89%]
	5/18/2015 - Monday	Reserved Rooms: 0 [0%]	Actual Rooms: 7 [3%]

MINT History Information

Meeting Date / Location / Bureau	5/13/2010 [Thursday] - 5/16/2010 - ATLANTA GA UNITED STATES		
Attendance / Peak Rooms	[Registered: 600 Total: 600] - [Reserved: 380 Picked Up: 268]		
Hotel Information	HQ Hotel: OMNI AT CNN CENTER HQ Peak Rooms: 268 Hotels Used: 1 Total Room Nights: 1331		
Facilities Information	Largest Attendance: 215 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 0		
Room Flows	5/10/2010 - Monday	Reserved Rooms: 52 [14%]	Actual Rooms: 31 [12%]
	5/11/2010 - Tuesday	Reserved Rooms: 141 [37%]	Actual Rooms: 120 [45%]
	5/12/2010 - Wednesday	Reserved Rooms: 220 [58%]	Actual Rooms: 198 [74%]
	5/13/2010 - Thursday	Reserved Rooms: 323 [85%]	Actual Rooms: 252 [94%]
	5/14/2010 - Friday	Reserved Rooms: 368 [97%]	Actual Rooms: 268 [100%]
	5/15/2010 - Saturday	Reserved Rooms: 380 [100%]	Actual Rooms: 254 [95%]
	5/16/2010 - Sunday	Reserved Rooms: 380 [100%]	Actual Rooms: 208 [78%]

MINT History Information

Meeting Date / Location / Bureau	4/24/2008 [THURSDAY] - 4/27/2008 - MEMPHIS TN UNITED STATES		
Attendance / Peak Rooms	[Registered: 300 Total: 503] - [Reserved: 300 Picked Up: 293]		
Hotel Information	HQ Hotel: PEABODY HOTEL HQ Peak Rooms: 293 Hotels Used: 1 Total Room Nights: 1487 Housing:		
Facilities Information	Largest Attendance: 503 Simultaneous Rooms: 15 F&B Functions: 0 Largest Meal Attendance: 503		
Room Flows	4/22/2008 - Tuesday	Reserved Rooms: 30 [10%]	Actual Rooms: 31 [11%]
	4/23/2008 - Wednesday	Reserved Rooms: 50 [17%]	Actual Rooms: 105 [36%]
	4/24/2008 - Thursday	Reserved Rooms: 200 [67%]	Actual Rooms: 249 [85%]
	4/25/2008 - Friday	Reserved Rooms: 300 [100%]	Actual Rooms: 286 [98%]
	4/26/2008 - Saturday	Reserved Rooms: 300 [100%]	Actual Rooms: 293 [100%]
	4/27/2008 - Sunday	Reserved Rooms: 300 [100%]	Actual Rooms: 286 [98%]
	4/28/2008 - Monday	Reserved Rooms: 275 [92%]	Actual Rooms: 230 [78%]