

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.

Form Revised 6/24/14

DATE OF REQUEST	9/1/2017		SALES MANAGER	Jamie Patrick	
GROUP	US Department of Veterans Affairs				
EVENT TITLE	Golden Age Games			LEAD	117414
EVENT DATES	06/1-06/08/2020 or 06/20-06/27/2020 <small>(verify this does not conflict with major, annual events)</small>		AMOUNT REQUESTED	\$10,000	
ASSISTANCE TYPE			FUND USE	Facility Rental	
PEAK ROOM NIGHTS (total peak)	895		TOTAL ROOM NIGHTS	4,955	
HOTEL BLOCK	1	2	3	4	
Hotel Name	Sheraton	BW Park	Hwy 411	North Central Group	
Peak Room Block Bid	77	100	50	40 per hotel	
<i>Likely will use 10-14 hotels</i>					
GROUP STATUS	Pending		DIRECT SPENDING IMPACT	\$1,544,443	
COMPETITION	Various		ATTENDANCE	1,200	
DECISION DATE	12/29/2017		EXPECTED CONTRACT REVENUE	\$15,000	
HISTORY	1	2	3		
MONTH & YEAR	2016	2015	2011		
CITY	Detroit	Omaha			
FACILITY	Cobo CC & Various	Centurylink CC & Various	Iowa Events Center - Drake Univ		
BLOCK TOTAL					
PICK UP TOTAL		3000	4000		

COMMENTS: MT BEA exception request for this group that would be an excellent community event. Proposing MT for three meetings. Other proposed venues include Alliant Energy Center, Madison Parks, UW NAT, Ten R'n Alley, Dane City Parks, etc.

OTHER FUNDING (external & internal)

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

DOS Approval 

DOS Approval Date 9-5-17

CEO Approval 

CEO Approval Date 9/5/17

INTERNAL USE ONLY:

Committee Meeting

Approval Date & Amount