

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 2017-10-05

SALES MANAGER Sarah Lemmers

GROUP United Way of Wisconsin

EVENT TITLE 2019 Great Rivers Conference

LEAD 117428

EVENT DATES Feb. 25-March 1, 2019 OR Feb. 11-15, 2019

AMOUNT REQUESTED

0 \$9,255

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

ASSISTANCE TYPE Non-Shuttle

FUND USE

Facility Rental

PEAK ROOM NIGHTS (total peak)

188

TOTAL ROOM NIGHTS

617

HOTEL BLOCK

1

2

3

4

Hotel Name Hilton Madison Monona Terrace

N/A

Peak Room Block Bid

188

N/A

GROUP STATUS

Pending

DIRECT SPENDING IMPACT

\$266,075

COMPETITION

Milwaukee (Hyatt Regency & Hilton)

ATTENDANCE

300

DECISION DATE

12/31/17

EXPECTED CONTRACT REVENUE

\$20,280

HISTORY

1

2

3

MONTH & YEAR

Feb. 2014

Feb. 2016

Feb. 2015

CITY

Green Bay

Kalamazoo

Madison

FACILITY

Hyatt Regency

Radisson Plaza

Madison Concourse Hotel

BLOCK TOTAL

605

675

510

PICK UP TOTAL

538-down due to another conference

693

552

COMMENTS

Exception: Hilton can fit this group under 1 hotel. Hilton usually only provides peak room 150, but since it is Feb. they have more availability.

OTHER FUNDING
(external & internal)

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

DOS Approval

DOS Approval Date

10/6/17

INTERNAL USE ONLY:

Committee Meeting

Approval Date & Amount

CEO Approval

CEO Approval Date

11/29/17

Has previously used the Concourse and is looking at them again. We are checking if the Hilton will also subsidize some of the rent. 72