

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.

Form Revised 6/24/14

DATE OF REQUEST 10/11/2017

SALES MANAGER Jamie Patrick

GROUP USA Climbing

EVENT TITLE 2021 Bouldering National Championships

LEAD

EVENT DATES 1/29/2021-2/15/2021

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

AMOUNT REQUESTED

\$65,000

2017 Request #28,800
2018 Request #36,200

ASSISTANCE TYPE Non-Shuttle

FUND USE Facility Rental

PEAK ROOM NIGHTS (total peak)

152

TOTAL ROOM NIGHTS

727

HOTEL BLOCK

1

2

3

4

Hotel Name Hilton

BW Park Hotel

Peak Room Block Bid TBD

TBD

GROUP STATUS New

DIRECT SPENDING IMPACT \$700,000

COMPETITION TBD

ATTENDANCE 3,000

DECISION DATE 09/28/2018

EXPECTED CONTRACT REVENUE \$65,124

HISTORY

1

2

3

MONTH & YEAR Feb 2017/18

Feb 2016

Feb 2015

CITY Salt Lake City

Madison

Madison

FACILITY Salt Palace

Monona Terrace

Monona Terrace

BLOCK TOTAL

727

1236

PICK UP TOTAL

656

765

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

11/16/17

CEO Approval

CEO Approval Date

11/20/17

INTERNAL USE ONLY:

Committee Meeting

Approval Date & Amount