

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 11/15/17

SALES MANAGER Danielle Ziegler

GROUP Sigma Xi, The Scientific Research Society

EVENT TITLE 2019 Annual Meeting

LEAD 117470

EVENT DATES 2019, Nov 4-11, 11-18, or Oct 28-Nov 4

AMOUNT REQUESTED \$9,750

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

ASSISTANCE TYPE Non-Shuttle

FUND USE Facility Rental

PEAK ROOM NIGHTS (total peak)

205

TOTAL ROOM NIGHTS

650

HOTEL BLOCK

1

2

3

4

Hotel Name

Hilton

Concourse

Park Hotel

Peak Room Block Bid

150

50

100

GROUP STATUS Pending

DIRECT SPENDING IMPACT \$464,968

COMPETITION Cities in IL, IN, IA, MI, MN, OH & WI (Milwaukee)

ATTENDANCE 600

DECISION DATE 12/11/17

EXPECTED CONTRACT REVENUE \$40,734

HISTORY

1

2

3

MONTH & YEAR

Oct 2018

Nov 2016

Oct 2015

CITY

San Francisco

Atlanta

Kansas City

FACILITY

Hyatt Regency San Francisco Airport

Hyatt Regency Atlanta

Sheraton Kansas City Hotel at Crown Ctr

BLOCK TOTAL

652

648

720

PICK UP TOTAL

557

494

COMMENTS

OTHER FUNDING
(external & internal)

\$9,000 GMCVB
Internal 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

INTERNAL USE ONLY:

Committee Meeting

Approval Date & Amount