

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	4/23/18		SALES MANAGER	Sarah Lemmers	
GROUP	International Foodservice Editorial Council				
EVENT TITLE	2019 Annual Conference			LEAD	118435
EVENT DATES	Oct, 29-Nov 1, 2019 <small>(verify this does not conflict with major, annual events)</small>		AMOUNT REQUESTED	\$6,000	
ASSISTANCE TYPE	Non-Shuttle		FUND USE	Facility Rental	
PEAK ROOM NIGHTS (total peak)	155		TOTAL ROOM NIGHTS	400	
HOTEL BLOCK	1	2	3	4	
Hotel Name	Hilton				
Peak Room Block Bid	155				

GROUP STATUS	Pending		DIRECT SPENDING IMPACT	\$143,659	
COMPETITION			ATTENDANCE	200	
DECISION DATE	5/31/18		EXPECTED CONTRACT REVENUE	\$12,892	
HISTORY	1	2	3		
MONTH & YEAR	Oct 2017	Oct 2016	Nov 2015		
CITY	Boulder, Co	Minneapolis	Portland, ME		
FACILITY	The Boulderado	Radisson Blu	The Westin Harborview		
BLOCK TOTAL					
PICK UP TOTAL	400 at HQ hotel, addl at overflow hotel				

COMMENTS	See also attached MINT History. Requesting an exception for client to use one hotel, with entire event held at MT. Madison Marriott West also proposing to host this event.	OTHER FUNDING (external & internal)	GMCVB Grant - \$3,000
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Event has potential for extensive publicity opportunities for destination and Monona Terrace.

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

DOS Approval  _____

DOS Approval Date 4/26/18

CEO Approval  _____

CEO Approval Date 4/26/18

INTERNAL USE ONLY:

Committee Meeting _____

Approval Date & Amount _____

MINT Post-Event Report -- International Foodservice Editorial Council, Annual Conference

From: Christine Shimasaki <admin@empowermint.com>
Sent: Monday, April 23, 2018 8:55 AM
To: Vanden Brook, Julie <vandenbrook@visitmadison.com>
Subject: You have received a MINT Post Event Report

MINT Post Event Report

Organization Information

Organization	International Foodservice Editorial Council
Market Segment	TRADE, COMMERCIAL OR BUSINESS
Address	31 Barbara Ln.
City / State / Zip / Country	Pleasant Valley NY 12569 UNITED STATES
Phone / Fax	845-229-6973 845-229-6973
Web Address	ifeonline.com

Meeting Information

Meeting Name / Frequency	Annual Conference / Annual
Region / State / Province	NORTH AMERICAN / None
Budget / Schedule Flexibility	Budget: None Schedule: None
Usual Start Day	Monday Duration: 4 days

Meeting Planner Info

Name	CAROL METZ
Phone	914-452-4345

MINT History Information

Meeting Date / Location / Bureau	10/27/2013 [Sunday] - 10/31/2013 - Portland OR UNITED STATES		
Attendance / Peak Rooms	[Registered: 185 Total: 185] - [Reserved: 155 Picked Up: 148]		
Hotel Information	HQ Hotel: DoubleTree by Hilton Portland HQ Peak Rooms: 148 Hotels Used: 1 Total Room Nights: 464 Housing: ASSOCIATION		
Facilities Information	Largest Attendance: 185 Simultaneous Rooms: 0 F&B Functions: Largest Meal Attendance:		
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: / Move In/Out Days: / Number of Exhibits: [8x10 -] [10x10 -] [Table Top -] [Other -]		
Room Flows	10/24/2013 - Thursday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [1%]
	10/25/2013 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 4 [3%]
	10/26/2013 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 5 [3%]
	10/27/2013 - Sunday	Reserved Rooms: 25 [16%]	Actual Rooms: 51 [34%]
	10/28/2013 - Monday	Reserved Rooms: 150 [97%]	Actual Rooms: 148 [100%]
	10/29/2013 - Tuesday	Reserved Rooms: 155 [100%]	Actual Rooms: 148 [100%]
	10/30/2013 - Wednesday	Reserved Rooms: 95 [61%]	Actual Rooms: 104 [70%]
	10/31/2013 - Thursday	Reserved Rooms: 0 [0%]	Actual Rooms: 2 [1%]
	11/1/2013 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [1%]

MINT History Information

Meeting Date / Location / Bureau	11/7/2010 [Sunday] - 11/10/2010 - NEW ORLEANS LA UNITED STATES		
Attendance / Peak Rooms	[Registered: 185 Total: 185] - [Reserved: 150 Picked Up: 157]		
Hotel Information	HQ Hotel: ROYAL SONESTA HQ Peak Rooms: 157 Hotels Used: 1 Total Room Nights: 525 Housing:		
Facilities Information	Largest Attendance: 185 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 0		
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 0] [Other - 0]		
Room Flows	11/5/2010 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [1%]
	11/6/2010 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 10 [6%]
	11/7/2010 - Sunday	Reserved Rooms: 75 [50%]	Actual Rooms: 83 [53%]
	11/8/2010 - Monday	Reserved Rooms: 145 [97%]	Actual Rooms: 157 [100%]
	11/9/2010 - Tuesday	Reserved Rooms: 150 [100%]	Actual Rooms: 153 [97%]
	11/10/2010 - Wednesday	Reserved Rooms: 115 [77%]	Actual Rooms: 113 [72%]
	11/11/2010 - Thursday	Reserved Rooms: 0 [0%]	Actual Rooms: 4 [3%]
	11/12/2010 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 2 [1%]
	11/13/2010 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 2 [1%]

MINT History Information

Meeting Date / Location / Bureau	10/30/2008 [THURSDAY] - 11/7/2008 - CLEVELAND OH UNITED STATES		
Attendance / Peak Rooms	[Registered: 185 Total: 185] - [Reserved: 155 Picked Up: 157]		
Hotel Information	HQ Hotel: Renaissance HQ Peak Rooms: 157 Hotels Used: 1 Total Room Nights: 510 Housing: ASSOC		
Facilities Information	Largest Attendance: 185 Simultaneous Rooms: 1 F&B Functions: 23 Largest Meal Attendance: 185		
Exhibit Information	Start/End Day: MONDAY/WEDNESDAY Site: HOTEL Gross/Net Sq Ft: 5000/2874 Move In/Out Days: 1 / 1 Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 25] [Other - 0]		
Room Flows	10/30/2008 - Thursday	Reserved Rooms: 1 [1%]	Actual Rooms: 1 [1%]
	10/31/2008 - Friday	Reserved Rooms: 1 [1%]	Actual Rooms: 1 [1%]
	11/1/2008 - Saturday	Reserved Rooms: 5 [3%]	Actual Rooms: 7 [4%]
	11/2/2008 - Sunday	Reserved Rooms: 70 [45%]	Actual Rooms: 82 [52%]
	11/3/2008 - Monday	Reserved Rooms: 140 [90%]	Actual Rooms: 157 [100%]
	11/4/2008 - Tuesday	Reserved Rooms: 155 [100%]	Actual Rooms: 155 [99%]
	11/5/2008 - Wednesday	Reserved Rooms: 120 [77%]	Actual Rooms: 107 [68%]
	11/6/2008 - Thursday	Reserved Rooms: 10 [6%]	Actual Rooms: 0 [0%]