

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	6/13/18		SALES MANAGER	Jeff Holcomb	
GROUP	Wisconsin Department of Tourism				
EVENT TITLE	2020 Governor's Conference on Tourism			LEAD	114148
EVENT DATES	March 15-17, 2020 <small>(verify this does not conflict with major, annual events)</small>		AMOUNT REQUESTED	\$13,500	
ASSISTANCE TYPE	Non-Shuttle		FUND USE	Facility Rental	
PEAK ROOM NIGHTS (total peak)	500		TOTAL ROOM NIGHTS	900	
HOTEL BLOCK	1	2	3	4	
Hotel Name	Hilton	Concourse	Park		
Peak Room Block Bid	150	175	90		
GROUP STATUS	Pending		DIRECT SPENDING IMPACT	\$518,303	
COMPETITION			ATTENDANCE	1,000	
DECISION DATE	6/30/18		EXPECTED CONTRACT REVENUE	\$38,522	
HISTORY	1	2	3		
MONTH & YEAR	March 2018	March 2017	March 2013		
CITY	Appleton	Milwaukee	Madison		
FACILITY	Fox Cities Exhibition Center	Potawatomi Hotel & Casino	Monona Terrace		
BLOCK TOTAL			1545		
PICK UP TOTAL			925		
COMMENTS				OTHER FUNDING (external & internal)	GMCVB Grant \$13,550

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

DOS Approval 
DOS Approval Date 7-16-18

CEO Approval 
CEO Approval Date 7-16-18

INTERNAL USE ONLY:

Committee Meeting 
Approval Date & Amount 