

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 | 7/9/18 | | SALES MANAGER | Jeff Holcomb | |
| GROUP | National Association for Campus Activities | | | | |
| EVENT TITLE | 2020 Northern Plains Regional Conference | | | LEAD | 118561 |
| EVENT DATES | April 1-4, 2020 <small>(verify this does not conflict with major, annual events)</small> | | AMOUNT REQUESTED | \$12,000 | |
| ASSISTANCE TYPE | Non-Shuttle | | FUND USE | Facility Rental | |
| PEAK ROOM NIGHTS (total peak) | 275 | | TOTAL ROOM NIGHTS | 800 | |
| HOTEL BLOCK | 1 | 2 | 3 | 4 | |
| Hotel Name | Hilton | Madison Concourse | Park Hotel | AC Hotel | |
| Peak Room Block Bid | 150 | 100 | 75 | 50 | |
| GROUP STATUS | Pending | | DIRECT SPENDING IMPACT | \$583,816 | |
| COMPETITION | St. Paul; Rochester, MN | | ATTENDANCE | 900 | |
| DECISION DATE | 8/31/18 | | EXPECTED CONTRACT REVENUE | \$43,587 | |
| HISTORY | 1 | 2 | 3 | | |
| MONTH & YEAR | April 2018 | April 2016 | April 2015 | | |
| CITY | St. Paul | Madison | Madison | | |
| FACILITY | RiverCentre | Monona Terrace | Monona Terrace | | |
| BLOCK TOTAL | | 798 | 798 | | |
| PICK UP TOTAL | | 711 | 714 | | |
| COMMENTS | See also attached MINT history. | | | OTHER FUNDING (external & internal) | GMCVB Grant \$12,000 |

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 

MINT Post-Event Report -- National Association for Campus Activities, Northern Plains Regional Conference

The next NACA® Northern Plains Regional Conference will take place March 28-31, 2019 in St. Paul, MN.

From: MINT+ Admin <admin@empowermint.com>
Sent: Monday, July 09, 2018 3:04 PM
To: Vanden Brook, Julie <vandenbrook@visitmadison.com>
Subject: You have received a MINT Post Event Report

Organization Information

| | |
|------------------------------|---|
| Organization | National Association for Campus Activities |
| Market Segment | TRADE, COMMERCIAL OR BUSINESS |
| Address | 13 Harbison Way |
| City / State / Zip / Country | Columbia SC 29212 UNITED STATES |
| Phone / Fax | 803-732-6222 803-749-1047 |
| Web Address | http://www.naca.org |

Meeting Information

| | |
|-------------------------------|--|
| Meeting Name / Frequency | Northern Plains Regional Conference / Varies |
| Region / State / Province | STATE / IL, IN, NV |
| Budget / Schedule Flexibility | Budget: None Schedule: None |
| Usual Start Day | Tuesday Duration: 1 days |

Meeting Planner Information

| | |
|-------|--|
| Name | Teresa Meyers |
| Title | Meeting Planner |
| Email | Teresa.Meyers@experient-inc.com |
| Phone | (301) 865-5140 |

MINT History Information

| | | | |
|----------------------------------|---|----------------------------|--------------------------|
| Meeting Date / Location / Bureau | 4/7/2016 [Thursday] - 4/10/2016 - Madison WI UNITED STATES | | |
| Attendance / Peak Rooms | [Registered: 800 Total: 815] - [Reserved: 250 Picked Up: 233] | | |
| Hotel Information | HQ Hotel: Hilton Madison Monona Terrace HQ Peak Rooms: 153 Hotels Used: 3 Total Room Nights: 711 | | |
| Facilities Information | Largest Attendance: 750 Simultaneous Rooms: 11 F&B Functions: 3 Largest Meal Attendance: 780 | | |
| Exhibit Information | Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 1] [10x10 - 99] [Table Top - 0] [Other - 0] | | |
| Room Flows | 4/5/2016 - Tuesday | Reserved Rooms: 0 [0%] | Actual Rooms: 2 [1%] |
| | 4/6/2016 - Wednesday | Reserved Rooms: 0 [0%] | Actual Rooms: 53 [23%] |
| | 4/7/2016 - Thursday | Reserved Rooms: 60 [24%] | Actual Rooms: 233 [100%] |
| | 4/8/2016 - Friday | Reserved Rooms: 250 [100%] | Actual Rooms: 222 [95%] |
| | 4/9/2016 - Saturday | Reserved Rooms: 250 [100%] | Actual Rooms: 201 [86%] |
| | 4/10/2016 - Sunday | Reserved Rooms: 238 [95%] | Actual Rooms: 0 [0%] |

MINT History Information

| | | | |
|----------------------------------|--|----------------------------|--------------------------|
| Meeting Date / Location / Bureau | 4/15/2015 [Wednesday] - 4/19/2015 - Madison WI UNITED STATES | | |
| Attendance / Peak Rooms | [Registered: 800 Total: 750] - [Reserved: 250 Picked Up: 224] | | |
| Hotel Information | HQ Hotel: Hilton Madison Monona Terrace HQ Peak Rooms: 162 Hotels Used: 3 Total Room Nights: 714 | | |
| Facilities Information | Largest Attendance: 100 Simultaneous Rooms: 12 F&B Functions: 4 Largest Meal Attendance: 727 | | |
| Exhibit Information | Start/End Day: /Site: CONVENTION CENTER Gross/Net Sq Ft: 18600/10100 Move In/Out Days: 1 / 1 Number of Exhibits: [8x10 - 0] [10x10 - 99] [Table Top - 0] [Other - 1] | | |
| Room Flows | 4/14/2015 - Tuesday | Reserved Rooms: 0 [0%] | Actual Rooms: 21 [9%] |
| | 4/15/2015 - Wednesday | Reserved Rooms: 60 [24%] | Actual Rooms: 48 [21%] |
| | 4/16/2015 - Thursday | Reserved Rooms: 250 [100%] | Actual Rooms: 219 [98%] |
| | 4/17/2015 - Friday | Reserved Rooms: 250 [100%] | Actual Rooms: 224 [100%] |
| | 4/18/2015 - Saturday | Reserved Rooms: 238 [95%] | Actual Rooms: 202 [90%] |

MINT History Information

| | | | |
|----------------------------------|--|----------------------------|--------------------------|
| Meeting Date / Location / Bureau | 3/27/2012 [Tuesday] - 3/31/2012 - Saint Paul MN UNITED STATES | | |
| Attendance / Peak Rooms | [Registered: 800 Total: 800] - [Reserved: 250 Picked Up: 266] | | |
| Hotel Information | HQ Hotel: Crowne Plaza Saint Paul Riverfront HQ Peak Rooms: 266 Hotels Used: 1 Total Room Nights: 813 | | |
| Facilities Information | Largest Attendance: 2000 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 | 3/27/2012 - Tuesday | Reserved Rooms: 0 [0%] | Actual Rooms: 12 [5%] |
| | 3/28/2012 - Wednesday | Reserved Rooms: 42 [17%] | Actual Rooms: 49 [18%] |
| | 3/29/2012 - Thursday | Reserved Rooms: 250 [100%] | Actual Rooms: 255 [96%] |
| | 3/30/2012 - Friday | Reserved Rooms: 250 [100%] | Actual Rooms: 266 [100%] |
| | 3/31/2012 - Saturday | Reserved Rooms: 250 [100%] | Actual Rooms: 231 [87%] |

MINT History Information

| | | | |
|----------------------------------|---|----------------------------|--------------------------|
| Meeting Date / Location / Bureau | 4/15/2010 [Thursday] - 4/18/2010 - SAINT PAUL MN UNITED STATES | | |
| Attendance / Peak Rooms | [Registered: 800 Total: 800] - [Reserved: 375 Picked Up: 235] | | |
| Hotel Information | HQ Hotel: CROWNE PLAZA RIVERFRONT HOTEL HQ Peak Rooms: 235 Hotels Used: 2 Total Room Nights: 739 | | |
| Facilities Information | Largest Attendance: 2000 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 0 | | |
| Exhibit Information | Start/End Day: /Site: CONVENTION CENTER 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 | 4/13/2010 - Tuesday | Reserved Rooms: 10 [4%] | Actual Rooms: 8 [3%] |
| | 4/14/2010 - Wednesday | Reserved Rooms: 50 [18%] | Actual Rooms: 64 [27%] |
| | 4/15/2010 - Thursday | Reserved Rooms: 275 [100%] | Actual Rooms: 233 [99%] |
| | 4/16/2010 - Friday | Reserved Rooms: 275 [100%] | Actual Rooms: 235 [100%] |
| | 4/17/2010 - Saturday | Reserved Rooms: 265 [96%] | Actual Rooms: 199 [85%] |