

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 2021 Northern Plains Regional Conference LEAD 118562

EVENT DATES April 7-10, 2021 AMOUNT REQUESTED \$12,000

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

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	<u>Hilton</u>	<u>Madison Concourse</u>	<u>Park Hotel</u>	<u>AC Hotel</u>
Peak Room Block Bid	<u>150</u>	<u>100</u>	<u>75</u>	<u>50</u>

GROUP STATUS Pending DIRECT SPENDING IMPACT \$590,979

COMPETITION St. Paul; Rochester, MN ATTENDANCE 900

DECISION DATE 8/31/18 EXPECTED CONTRACT REVENUE \$45,770

HISTORY	1	2	3
MONTH & YEAR	<u>April 2018</u>	<u>April 2016</u>	<u>April 2015</u>
CITY	<u>St. Paul</u>	<u>Madison</u>	<u>Madison</u>
FACILITY	<u>RiverCentre</u>	<u>Monona Terrace</u>	<u>Monona Terrace</u>
BLOCK TOTAL		<u>798</u>	<u>798</u>
PICK UP TOTAL		<u>711</u>	<u>714</u>

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 [Signature]
DOS Approval Date 7-16-18

CEO Approval [Signature]
CEO Approval Date 7-16-18

INTERNAL USE ONLY:

Committee Meeting [Signature]
Approval Date & Amount [Signature]