

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 5/21/18

SALES MANAGER Jamie Patrick

GROUP USA Climbing

EVENT TITLE 2022 American Bouldering Series National Championships

LEAD

EVENT DATES January 28-February 15, 2022

AMOUNT REQUESTED \$62,000

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

ASSISTANCE TYPE Non-Shuttle

FUND USE Facility Rental

PEAK ROOM NIGHTS (total peak)

152

TOTAL ROOM NIGHTS

727

HOTEL BLOCK

1

2

3

4

Hotel Name

Hilton

Park Hotel

Peak Room Block Bid

TBD

TBD

GROUP STATUS Pending

DIRECT SPENDING IMPACT \$700,000

COMPETITION Bend, OR; San Diego, CA

ATTENDANCE 1,500

DECISION DATE 9/28/18

EXPECTED CONTRACT REVENUE \$65,000

HISTORY

1

2

3

MONTH & YEAR

Feb 2017 & 2018

Feb 2016

Feb 2015

CITY

Salt Lake City

Madison

Madison

FACILITY

Salt Palace

Monona Terrace

Monona Terrace

BLOCK TOTAL

727

1236

PICK UP TOTAL

656

765

COMMENTS

OTHER FUNDING
(external & internal)

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

DOS Approval

DOS Approval Date

5-21-18

INTERNAL USE ONLY:

Committee Meeting

Approval Date & Amount

CEO Approval

CEO Approval Date

5-21-18

MADISON

GOING > BEYOND > VISIT™
GREATER MADISON CONVENTION & VISITORS BUREAU

22 E. MIFFLIN STREET, SUITE 200
MADISON, WI 53703

VISITMADISON.COM

MEMO

DATE: Monday, July 16, 2018
FROM: Deb Archer, GMCVB
SUBJECT: USA Climbing – Rollover request

Dear MTBEAAC members,

At our May 8 2018 meeting, we tabled the decision on rolling over the USA Climbing funding for 2022, due to confusion on multiple funding requests for 2020, 2021 and 2022.

Below is clarification on the rollover request:

- At our December 5 2017 meeting, we approved \$62,000 for 2020 USA Climbing and \$28,800 for 2021. The reason for the lower amount requested for 2021, was the balance remaining in the fund and our intention to bring forward the balance of the \$65,000 request in 2018.
- At our February 13 meeting, we approved \$36,200 for 2021 USA Climbing, which when added to the previously approved \$28,800, brought the total approved for 2021 to \$65,000 for 2021.
- Since our February meeting, we have shifted our two year-bid for the event to 2021 & 2022. Hence, the July meeting request to “rollover” the \$62,000 request for 2020 to 2022.

We will be happy to answer any questions you may have on our call.