

**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 **7/25/18** SALES MANAGER **Nicole Slein**

GROUP **Midwest Food Products Association, Inc.**

EVENT TITLE **2020 Annual Convention & Annual Processing Crops Conference** LEAD **118626**

EVENT DATES **Nov 30 - Dec 3, 2020** AMOUNT REQUESTED **\$12,975**

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

ASSISTANCE TYPE **Non-Shuttle** FUND USE **Facility Rental**

PEAK ROOM NIGHTS (total peak) **425** TOTAL ROOM NIGHTS **865**

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton Madison	Madison Concourse	Park Hotel	Sheraton
Peak Room Block Bid	150	175	100	125

GROUP STATUS **Pending** DIRECT SPENDING IMPACT **\$346,996**

COMPETITION **Wisconsin Dells** ATTENDANCE **800**

DECISION DATE **1/15/19** EXPECTED CONTRACT REVENUE **\$28,723**

HISTORY	1	2	3
MONTH & YEAR	November 2017	Nov-Dec 2016	Nov-Dec 2015
CITY	Rochester, MN	Wisconsin Dells	Green Bay
FACILITY	Mayo Civic Center	Kalahari Resort	KI Convention Center
BLOCK TOTAL	800	800	800
PICK UP TOTAL	710	1107	679

COMMENTS  OTHER FUNDING (external & internal) **GMCVB grant \$4,776**

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

DOS Approval **[Signature]**  
DOS Approval Date **8/30/18**  
CEO Approval **[Signature]**  
CEO Approval Date **8/30/18**

**INTERNAL USE ONLY:**

Committee Meeting   
Approval Date & Amount