

BOOKING INCENTIVE REQUEST

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.

DATE OF REQUEST	2018-08-29			SALES MANAGER	Sarah Lemmers		
GROUP	National Association of County Veterans Service Officers						
EVENT TITLE	NACVSO Annual Training Conference 2021					LEAD	118449
EVENT DATES	June 5-12, 2021 <small>(verify this does not conflict with major, annual events)</small>			AMOUNT REQUESTED	\$37,500		
ASSISTANCE TYPE	Non-Shuttle			FUND USE	Facility Rental		
PEAK ROOM NIGHTS (total peak)	425			TOTAL ROOM NIGHTS	2,500		
HOTEL BLOCK	1	2	3	4			
Hotel Name	Hilton Monona Terrace	Madison Concourse Hotel	Park Hotel	AC Marriott			
Peak Room Block Bid	175	150	50	50			

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	\$1,670,290
COMPETITION	Orlando, FL	ATTENDANCE	700
DECISION DATE	September 2018	EXPECTED CONTRACT REVENUE	\$50,000

HISTORY	1	2	3
MONTH & YEAR	June 2018	June 2017	May 2016
CITY	Reno, NV	San Diego, CA	Myrtle Beach, SC
FACILITY	Silvery Legacy	Town & Country - San Diego	Hilton Myrtle Beach
BLOCK TOTAL	2115	2951	
PICK UP TOTAL	3250	2962	1899

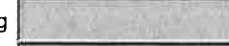
COMMENTS	Once NACVSO received the pick-up history for June 2018, they have decided to increase their peak room night to 425.	OTHER FUNDING (external & internal)	
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TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

DOS Approval  8/29/18
DOS Approval Date

CEO Approval  8/30/18
CEO Approval Date

INTERNAL USE ONLY:

Committee Meeting 
Approval Date & Amount 