

MADISON

GOING > BEYOND > VISIT™

GREATER MADISON CONVENTION & VISITORS BUREAU

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

www.visitmadison.com

MT BEAAC

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		2018-10-04		SALES MANAGER		Jamie Patrick		
GROUP		Fleet Feet Sports						
EVENT TITLE		2021 Annual Franchise Meeting				LEAD		118701
EVENT DATES		June 21-24, 2021 <small>(verify this does not conflict with major, annual events)</small>		AMOUNT REQUESTED		\$17,145		
ASSISTANCE TYPE		Non-Shuttle		FUND USE		Facility Rental		
PEAK ROOM NIGHTS (total peak)		372		TOTAL ROOM NIGHTS		1,143		
HOTEL BLOCK		1		2		3		4
Hotel Name		Hilton		Concourse		Park		Hyatt
Peak Room Block Bid		177		220		50		50
GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$477,568		
COMPETITION		TBD		ATTENDANCE		500		
DECISION DATE		1/31/19		EXPECTED CONTRACT REVENUE		\$31,171		
HISTORY		1		2		3		
MONTH & YEAR		June 2018		June 2017		June 2015		
CITY		Minneapolis, MN		Pinehurst, NC		Wyndham Grand Pittsburgh		
FACILITY		Hilton Minneapolis		Pinehurst		Pittsburgh, PA		
BLOCK TOTAL								
PICK UP TOTAL						1096		
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 11/8/18

CEO Approval  _____
 CEO Approval Date 11/9/18

INTERNAL USE ONLY:

Committee Meeting _____
 Approval Date & Amount _____