

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	2018-10-25		SALES MANAGER	Nicole Slemin	
GROUP	Cognitive Development Society				
EVENT TITLE	12th Biennial Conference - 2021			LEAD	118696
EVENT DATES	October 20-24, 2021 or October 6-10, 2021 <small>(verify this does not conflict with major, annual events)</small>		AMOUNT REQUESTED	\$12,375	
ASSISTANCE TYPE	Non-Shuttle		FUND USE	Facility Rental	
PEAK ROOM NIGHTS (total peak)	275		TOTAL ROOM NIGHTS	825	
HOTEL BLOCK	1	2	3	4	
Hotel Name	Hilton Monona Terrace	Madison Concourse Hotel	Best Western Premier Park		
Peak Room Block Bid	115	125	70		
GROUP STATUS	Pending		DIRECT SPENDING IMPACT	\$573,209	
COMPETITION	Charleston, Raleigh, Atlanta, New Orleans		ATTENDANCE	900	
DECISION DATE	12/31/2019		EXPECTED CONTRACT REVENUE	\$30,612	
HISTORY	1	2	3		
MONTH & YEAR	October 2017	October 2015	October 2013		
CITY	Portland, OR	Columbus, OH	Memphis, TN		
FACILITY	DoubleTree by Hilton Hotel Portland	Hilton Riverside	Memphis Cook Convention Center		
BLOCK TOTAL	850	700	650		
PICK UP TOTAL	785	788	877		
COMMENTS	Applying for both MT BEAAC and Internal funds to offset rental. Association unable to pay rental, but spends roughly \$60,000 in f&b			OTHER FUNDING (external & internal)	\$7,076

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

DOS Approval 
 DOS Approval Date 11/8/19
 CEO Approval 
 CEO Approval Date 11/9/18

INTERNAL USE ONLY:

Committee Meeting
 Approval Date & Amount