

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		2018-10-30		SALES MANAGER		Jeff Holcomb		
GROUP		Solution Tree						
EVENT TITLE		RTI at Work Conference				LEAD		118686
EVENT DATES		12/2-4/2019		AMOUNT REQUESTED		\$7,500		
		<small>(verify this does not conflict with major, annual events)</small>						
ASSISTANCE TYPE		Non-Shuttle		FUND USE		Facility Rental		
PEAK ROOM NIGHTS (total peak)		175		TOTAL ROOM NIGHTS		535		
HOTEL BLOCK		1		2		3		4
Hotel Name		Hilton		Park				
Peak Room Block Bid		125		50				
GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$557,416 \$330,255		
COMPETITION		Milwaukee		ATTENDANCE		600		
DECISION DATE		12/28/18		EXPECTED CONTRACT REVENUE		\$26,625		
HISTORY		1		2		3		
MONTH & YEAR		November 2018		November 2017				
CITY		New Orleans		Miami				
FACILITY		Hilton New Orleans Riverside		Marriott Miami Dadeland				
BLOCK TOTAL		TBD		535				
PICK UP TOTAL				175				
COMMENTS						OTHER FUNDING (external & internal)		\$9,000 <i>Grant</i>

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

DOS Approval *[Signature]*
DOS Approval Date 11/8/18

CEO Approval *[Signature]*
CEO Approval Date 11/9/18

INTERNAL USE ONLY:

Committee Meeting
Approval Date & Amount