MADISON
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GREATER MADISON CONVENTION & VISITORS BUREAU
615 E. WASHINGTON AVENUE > MADISON, WI > 53703

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MT BEAAC

BOOKING INCENTIVE REQUEST

TO QUALIFY FOR ASSISTANCE, THE EVENT MUST MEET THE FOLLOWING REQUIREMENTS :

[X] This event meets Monona Terrace's definition of a convention.

[X] This event has not yet been contracted.

PLUS ONE OF THE FOLLOWING :

[X] This event has a minimum direct spending impact of $100,000.

[X] This event has a minimum of 75 % programmed events at the Monona Terrace.

[X] This event has a minimum out of town attendance of 400.

[X] This event uses a minimum of two hotels within the Madison Room Tax District.

[X] This event has an overflow hotel with a minimum room block of 50.

DATE OF REQUEST	2018-10-30	SALES MANAGER	Jeff Holcomb
GROUP	Midwest Energy Association		
EVENT TITLE	Annual Conference and Trade Show	LEAD	118479
EVENT DATES	August 11-13, 2020	AMOUNT REQUESTED	$15,000
	(verify this does not conflict with major, annual events)		
ASSISTANCE TYPE	Non-Shuttle	FUND USE	Facility Rental

PEAK ROOM NIGHTS (total peak)	500	TOTAL ROOM NIGHTS	1,000

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Park	Concourse	Doubletree & Edgewater
Peak Room Block Bid	150	100	150	100

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	~~$732,001~~ $429,584
COMPETITION	Des Moines, Milwaukee	ATTENDANCE	700
DECISION DATE	03/29/2019	EXPECTED CONTRACT REVENUE	$37,010

HISTORY	1	2	3
MONTH & YEAR	2018	2017	2016
CITY	Rochester, MN	Rochester	Milwaukee
FACILITY	Mayo Center	Mayo Center	Wisconsin Center
BLOCK TOTAL			
PICK UP TOTAL	Peak-300 Total-891	Peak-263 Total-663	Peak-401 Total-1017

COMMENTS		OTHER FUNDING (external & internal)	$14,510 GMCVB Grant

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 _____