

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		American Astronomical Society					
EVENT TITLE		Summer Meeting of the AAS 2023				LEAD	
						118690	
EVENT DATES		June 5-8, 2023		AMOUNT REQUESTED		\$20,000	
		<small>(verify this does not conflict with major, annual events)</small>					
ASSISTANCE TYPE		Non-Shuttle		FUND USE		Facility Rental	
PEAK ROOM NIGHTS (total peak)		337		TOTAL ROOM NIGHTS		1,375	
HOTEL BLOCK		1		2		3	
Hotel Name		Hilton		Park		Concourse	
Peak Room Block Bid		100		120		150	
GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$758,297	
COMPETITION		Minneapolis, St. Louis, Kansas City		ATTENDANCE		750	
DECISION DATE		12/31/2018		EXPECTED CONTRACT REVENUE		\$84,853	
HISTORY		1		2		3	
MONTH & YEAR		June 2018		June 2017		June 2016	
CITY		Denver		Washington DC		San Diego	
FACILITY		Sheraton Downtown		Gaylord National Harbor		Hilton San Diego Bayfront	
BLOCK TOTAL				2040			
PICK UP TOTAL		1378		1225		1320	
COMMENTS						OTHER FUNDING (external & internal)	
						\$20,000 <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