

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		10/31/18		SALES MANAGER		John Leinen			
GROUP		American Mensa							
EVENT TITLE		2023 or 2024 Annual Gathering				LEAD		118722	
EVENT DATES		July 3-10, 2023 OR July 1-8, 2024 <small>(verify this does not conflict with major, annual events)</small>		AMOUNT REQUESTED		\$60,000			
ASSISTANCE TYPE		Non-Shuttle		FUND USE		Facility Rental			
PEAK ROOM NIGHTS (total peak)		850		TOTAL ROOM NIGHTS		4,000			
HOTEL BLOCK		1		2		3		4	
Hotel Name		Hilton		Park Hotel		DoubleTree		Hyatt	
Peak Room Block Bid		150		100		50		50	
GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$1,468,900			
COMPETITION		Northeast, Mid Atlantic, Southeast, Midwest		ATTENDANCE		1,900			
DECISION DATE		7/31/19		EXPECTED CONTRACT REVENUE		\$81,000			
HISTORY		1		2		3			
MONTH & YEAR		July 2018		July 2017		July 2016			
CITY		Indianapolis		Hollywood, FL		San Diego			
FACILITY		JW Marriott		The Diplomat Resort		Town & Country			
BLOCK TOTAL		4192		3700		4175			
PICK UP TOTAL		3873		3879		4530			
COMMENTS						OTHER FUNDING (external & internal)		\$12,000 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 _____