

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	3/26/19		SALES MANAGER	Nicole Slemin	
GROUP	National Association of Extension 4-H Agents				
EVENT TITLE	Annual Conference 2022			LEAD	118691
EVENT DATES	October 8-13, 2022 <small>(verify this does not conflict with major, annual events)</small>		AMOUNT REQUESTED	\$35,775	
ASSISTANCE TYPE	Non-Shuttle		FUND USE	Facility Rental	
PEAK ROOM NIGHTS (total peak)	485		TOTAL ROOM NIGHTS	2,385	
HOTEL BLOCK	1	2	3	4	
Hotel Name	Hilton Madison	Park Hotel	Madison Concourse		
Peak Room Block Bid	150	120	220		
GROUP STATUS	Pending		DIRECT SPENDING IMPACT	\$942,656	
COMPETITION	unknown		ATTENDANCE	1,000	
DECISION DATE	12/31/19		EXPECTED CONTRACT REVENUE	\$71,270	
HISTORY	1	2	3		
MONTH & YEAR	October 2018	November 2017	October 2016		
CITY	Columbus, OH	Indianapolis, IN	New Orleans, LA		
FACILITY	Hyatt Regency Columbus	JW Marriott	Hyatt Regency New Orleans		
BLOCK TOTAL	950 attendance	1100 attendance	1500 attendance		
PICK UP TOTAL					
COMMENTS	Please see also attached MINT History Report			OTHER FUNDING (external & internal)	\$26,543 DM Grants

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

DOS Approval 
 DOS Approval Date 4/24/19
 CEO Approval 
 CEO Approval Date 4/24/19

INTERNAL USE ONLY:

Committee Meeting 
 Approval Date & Amount 

MINT Post Event Report

Organization Information

Organization	National Association of Extension 4-H Agents
Market Segment	AGRICULTURE, COMMODITIES, FOOD/FOOD PRODUCTS
Address	3801 Lake Boone Trail
City / State / Zip / Country	Raleigh NC 27607 UNITED STATES
Phone / Fax	919-232-0112 919-779-5642
Web Address	nae4ha.com

Meeting Information

Meeting Name / Frequency	NAHE4-HA Conference / Annual
Region / State / Province	US NATIONAL / None
Budget / Schedule Flexibility	Budget: None Schedule: None
Usual Start Day	None Duration: 0 days

Meeting Planner Information

Name	
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MINT History Information

Meeting Date / Location / Bureau	10/22/2015 [Thursday] - 10/31/2015 - Portland OR UNITED STATES		
Attendance / Peak Rooms	[Registered: 1000 Total: 1000] - [Reserved: 500 Picked Up: 561]		
Hotel Information	HQ Hotel: Hilton Portland & Executive To HQ Peak Rooms: 423 Hotels Used: 4 Total Room Nights: 2768 Housing: ASSOCIATION		
Facilities Information	Largest Attendance: 1000 Simultaneous Rooms: 0 F&B Functions: Largest Meal Attendance:		
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: / Move In/Out Days: / Number of Exhibits: [8x10 -] [10x10 -] [Table Top -] [Other -]		
Room Flows	10/21/2014 - Tuesday	Reserved Rooms: 0 [0%]	Actual Rooms: 0 [0%]
	10/22/2014 - Wednesday	Reserved Rooms: 5 [1%]	Actual Rooms: 3 [1%]
	10/23/2014 - Thursday	Reserved Rooms: 15 [3%]	Actual Rooms: 35 [6%]
	10/24/2014 - Friday	Reserved Rooms: 95 [19%]	Actual Rooms: 147 [26%]
	10/25/2014 - Saturday	Reserved Rooms: 500 [100%]	Actual Rooms: 353 [63%]
	10/26/2014 - Sunday	Reserved Rooms: 500 [100%]	Actual Rooms: 553 [99%]
	10/27/2014 - Monday	Reserved Rooms: 500 [100%]	Actual Rooms: 561 [100%]
	10/28/2014 - Tuesday	Reserved Rooms: 500 [100%]	Actual Rooms: 542 [97%]
	10/29/2014 - Wednesday	Reserved Rooms: 190 [38%]	Actual Rooms: 432 [77%]
	10/30/2014 - Thursday	Reserved Rooms: 5 [1%]	Actual Rooms: 135 [24%]
	10/31/2014 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 0 [0%]
	11/1/2014 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 6 [1%]
	11/2/2014 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]
	11/3/2014 - Monday	Reserved Rooms: 0 [0%]	Actual Rooms: 0 [0%]
	11/4/2014 - Tuesday	Reserved Rooms: 0 [0%]	Actual Rooms: 0 [0%]

History Information-Data Not Reported

Meeting Date / Location / Bureau	10/21/2012 [] - ? - ORLANDO FL UNITED STATES
Attendance / Peak Rooms	[Registered: 1200 Total:] - [Reserved: 600 Picked Up:]

History Information-Data Not Reported

Hotel Information	HQ Hotel: HILTON WALT DISNEY WORLD HQ Peak Rooms: Hotels Used: 1 Total Room Nights:
Facilities Information	Largest Attendance: Simultaneous Rooms: F&B Functions: Largest Meal Attendance:
Exhibit Information	Start/End Day: /Site: HOTEL Gross/Net Sq Ft: / Move In/Out Days: / Number of Exhibits: [8x10 -] [10x10 -] [Table Top -] [Other -]
Room Flows	□

MINT History Information

Meeting Date / Location / Bureau	10/21/2011 [Friday] - 10/29/2011 - OMAHA, NE NE UNITED STATES		
Attendance / Peak Rooms	[Registered: 1500 Total: 5000] - [Reserved: 626 Picked Up: 481]		
Hotel Information	HQ Hotel: HILTON OMAHA HQ Peak Rooms: 387 Hotels Used: 2 Total Room Nights: 2058		
Facilities Information	Largest Attendance: 860 Simultaneous Rooms: 12 F&B Functions: 11 Largest Meal Attendance: 940		
Exhibit Information	Start/End Day: Wednesday/ThursdaySite: CONVENTION CENTER Gross/Net Sq Ft: 0/48240 Move In/Out Days: 1 / 1 Number of Exhibits: [8x10 - 54] [10x10 - 0] [Table Top - 29] [Other - 0]		
Room Flows	10/21/2011 - Friday	Reserved Rooms: 22 [4%]	Actual Rooms: 4 [1%]
	10/22/2011 - Saturday	Reserved Rooms: 80 [13%]	Actual Rooms: 57 [12%]
	10/23/2011 - Sunday	Reserved Rooms: 388 [62%]	Actual Rooms: 184 [38%]
	10/24/2011 - Monday	Reserved Rooms: 606 [97%]	Actual Rooms: 416 [86%]
	10/25/2011 - Tuesday	Reserved Rooms: 626 [100%]	Actual Rooms: 465 [97%]
	10/26/2011 - Wednesday	Reserved Rooms: 626 [100%]	Actual Rooms: 481 [100%]
	10/27/2011 - Thursday	Reserved Rooms: 617 [99%]	Actual Rooms: 440 [91%]
	10/28/2011 - Friday	Reserved Rooms: 20 [3%]	Actual Rooms: 10 [2%]
	10/29/2011 - Saturday	Reserved Rooms: 6 [1%]	Actual Rooms: 1 [0%]

MINT History Information

Meeting Date / Location / Bureau	10/21/2010 [Thursday] - 10/30/2010 - PHOENIX AZ UNITED STATES		
Attendance / Peak Rooms	[Registered: 1300 Total: 1300] - [Reserved: 450 Picked Up: 450]		
Hotel Information	HQ Hotel: ARIZONA GRAND RESORT HQ Peak Rooms: 463 Hotels Used: 1 Total Room Nights: 2109 Housing: ASSOCIATION		
Facilities Information	Largest Attendance: 1300 Simultaneous Rooms: 15 F&B Functions: 20 Largest Meal Attendance: 1300		
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 0] [Other - 0]		
Room Flows	10/21/2010 - Thursday	Reserved Rooms: 50 [11%]	Actual Rooms: 3 [1%]
	10/22/2010 - Friday	Reserved Rooms: 100 [22%]	Actual Rooms: 58 [13%]
	10/23/2010 - Saturday	Reserved Rooms: 186 [40%]	Actual Rooms: 186 [40%]
	10/24/2010 - Sunday	Reserved Rooms: 463 [100%]	Actual Rooms: 448 [97%]
	10/25/2010 - Monday	Reserved Rooms: 450 [97%]	Actual Rooms: 463 [100%]
	10/26/2010 - Tuesday	Reserved Rooms: 450 [97%]	Actual Rooms: 458 [99%]
	10/27/2010 - Wednesday	Reserved Rooms: 56 [12%]	Actual Rooms: 431 [93%]
	10/28/2010 - Thursday	Reserved Rooms: 75 [16%]	Actual Rooms: 56 [12%]
	10/29/2010 - Friday	Reserved Rooms: 5 [1%]	Actual Rooms: 4 [1%]
	10/30/2010 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 2 [0%]