

# 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		March 15, 2019		SALES MANAGER		Jeff Holcomb			
GROUP		Solution Tree							
EVENT TITLE		2020 PLC Institute				LEAD		118814	
EVENT DATES		October 20-23, 2020 <small>(verify this does not conflict with major, annual events)</small>		AMOUNT REQUESTED		\$18,000			
ASSISTANCE TYPE				FUND USE		Facility Rental			
PEAK ROOM NIGHTS (total peak)		420		TOTAL ROOM NIGHTS		1,200			
<b>HOTEL BLOCK</b>		1		2		3		4	
Hotel Name		Hilton		Concourse		Park			
Peak Room Block Bid		135		135		150			
GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$793,893			
COMPETITION		various US Cities		ATTENDANCE		1,500			
DECISION DATE		4/30/19		EXPECTED CONTRACT REVENUE		\$44,650			
<b>HISTORY</b>		1		2		3			
MONTH & YEAR		July 2018		August 2016		July 2016			
CITY		Madison		Milwaukee		Louisville, KY			
FACILITY		Monona Terrace		Wisconsin Center		Convention Center			
BLOCK TOTAL		1000		700		700			
PICK UP TOTAL		1212		642		664			
COMMENTS		Solution Tree holds this event in various cities around the country each year.				OTHER FUNDING (external & internal)		none	

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 