

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		9/4/19		SALES MANAGER		Jeff Holcomb			
GROUP		Wisconsin Society of Science Teachers							
EVENT TITLE		WSST 2023 Conference				LEAD		118911	
EVENT DATES		March 9-11, 2023		AMOUNT REQUESTED		\$3,750			
		<small>(verify this does not conflict with major, annual events)</small>							
ASSISTANCE TYPE		Non-Shuttle		FUND USE		Facility Rental			
PEAK ROOM NIGHTS (total peak)		175		TOTAL ROOM NIGHTS		250			
HOTEL BLOCK		1		2		3		4	
Hotel Name		Hilton		Concourse		Park			
Peak Room Block Bid		175		50		50			
GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$274,115			
COMPETITION		Wisconsin Dells		ATTENDANCE		500			
DECISION DATE		12/31/19		EXPECTED CONTRACT REVENUE		\$19,336			
HISTORY		1		2		3			
MONTH & YEAR		March 2019		March 2014		March 2013			
CITY		Madison		Appleton		Wausau			
FACILITY		Monona Terrace		Radisson Paper Valley		Patriot Center			
BLOCK TOTAL		335		300					
PICK UP TOTAL		295		233					
COMMENTS						OTHER FUNDING (external & internal)		DM Grant \$5,000	

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

DOS Approval

DOS Approval Date

CEO Approval

CEO Approval Date

INTERNAL USE ONLY:

Committee Meeting

Approval Date & Amount


9/14/19

9/7/19