

# 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	11/13/19		SALES MANAGER	Sarah Lemmers	
GROUP	Wild Birds Unlimited				
EVENT TITLE	2023 Annual Meeting			LEAD	118930
EVENT DATES	June 24-29, 2023 <small>(verify this does not conflict with major, annual events)</small>		AMOUNT REQUESTED	\$24,090	
ASSISTANCE TYPE	Non-Shuttle		FUND USE	Facility Rental	
PEAK ROOM NIGHTS (total peak)	400		TOTAL ROOM NIGHTS	1,606	
HOTEL BLOCK	1	2	3	4	
Hotel Name	Hilton Madison	Madison Concourse	Park Hotel	Edgewater	
Peak Room Block Bid	160	210	40	100	
GROUP STATUS	Pending		DIRECT SPENDING IMPACT	\$578,012	
COMPETITION	Milwaukee, Minneapolis		ATTENDANCE	450	
DECISION DATE	3/31/20		EXPECTED CONTRACT REVENUE	\$44,668	
HISTORY	1	2	3		
MONTH & YEAR	June 2019	June 2018	June 2016		
CITY	Grand Rapids	Providence	Portland		
FACILITY	Amway Grand Plaza	Omni Providence	DoubleTree by Hilton Portland		
BLOCK TOTAL		1855	1385		
PICK UP TOTAL		1619	1528		
COMMENTS	For additional history see attached MINT report.			OTHER FUNDING (external & internal)	\$17,020 DM Grant

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

DOS Approval   
DOS Approval Date 11/19/19  
CEO Approval   
CEO Approval Date 11/20/19

INTERNAL USE ONLY:

Committee Meeting   
Approval Date & Amount 

**Organization Information**

Organization	<a href="#">Wild Birds Unlimited</a>
Market Segment	AGRICULTURE, COMMODITIES, FOOD/FOOD PRODUCTS
Address	11711 N. College Ave.
City / State / Zip / Country	Carmel IN 46032 UNITED STATES
Phone / Fax	317-571-7100 (317) 571-7110
Web Address	<a href="http://www.wbu.com">www.wbu.com</a>

**Meeting Information**

Meeting Name / Frequency	<a href="#">Annual Convention</a> / Varies
Region / State / Province	STATE / None
Budget / Schedule Flexibility	Budget: None Schedule: None

**History Information Not Reported**

Meeting Date / Location / Bureau	<a href="#">6/26/2019 [Wednesday]</a> - <a href="#">6/29/2019</a> – Grand Rapids MI UNITED STATES
Attendance / Peak Rooms	[ Registered: 550 Total: 0 ] - [ Reserved: 300 Picked Up: 145 ]
Hotel Information	HQ Hotel: Amway Grand Plaza, Curio Colle HQ Peak Rooms: 150 Hotels Used: 3 Total Room Nights: 7 Housing: NONE
Facilities Information	Largest Attendance: 0 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 - ]

**MINT History Information**

Meeting Date / Location / Bureau	<a href="#">6/24/2016 [Friday]</a> - <a href="#">7/1/2016</a> - Portland OR UNITED STATES		
Attendance / Peak Rooms	[ Registered: 600 Total: 600 ] - [ Reserved: 275 Picked Up: 292 ]		
Hotel Information	HQ Hotel: DoubleTree by Hilton Portland HQ Peak Rooms: 292 Hotels Used: 1 Total Room Nights: 1528 Housing: ASSOCIATION		
Facilities Information	Largest Attendance: 600 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	6/21/2016 - Tuesday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]
	6/22/2016 - Wednesday	Reserved Rooms: 0 [0%]	Actual Rooms: 2 [1%]
	6/23/2016 - Thursday	Reserved Rooms: 0 [0%]	Actual Rooms: 11 [4%]
	6/24/2016 - Friday	Reserved Rooms: 75 [27%]	Actual Rooms: 74 [25%]
	6/25/2016 - Saturday	Reserved Rooms: 150 [55%]	Actual Rooms: 186 [64%]
	6/26/2016 - Sunday	Reserved Rooms: 225 [82%]	Actual Rooms: 233 [80%]
	6/27/2016 - Monday	Reserved Rooms: 275 [100%]	Actual Rooms: 270 [92%]
	6/28/2016 - Tuesday	Reserved Rooms: 275 [100%]	Actual Rooms: 292 [100%]
	6/29/2016 - Wednesday	Reserved Rooms: 275 [100%]	Actual Rooms: 269 [92%]
	6/30/2016 - Thursday	Reserved Rooms: 110 [40%]	Actual Rooms: 134 [46%]

**MINT History Information**

	7/1/2016 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 45 [15%]
	7/2/2016 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 11 [4%]
	7/3/2016 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 0 [0%]

**MINT History Information**

Meeting Date / Location / Bureau	6/25/2014 [Wednesday] - 7/1/2014 - Pittsburgh PA UNITED STATES		
Attendance / Peak Rooms	[ Registered: 600 Total: 593 ] - [ Reserved: 275 Picked Up: 289 ]		
Hotel Information	HQ Hotel: WESTIN CONVENTION CENTER HOTEL HQ Peak Rooms: 289 Hotels Used: 1 Total Room Nights: 1290 Housing: NONE		
Facilities Information	Largest Attendance: 593 Simultaneous Rooms: 0 F&B Functions: 2 Largest Meal Attendance: 450		
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	6/25/2014 - Wednesday	Reserved Rooms: 90 [33%]	Actual Rooms: 49 [17%]
	6/26/2014 - Thursday	Reserved Rooms: 275 [100%]	Actual Rooms: 150 [52%]
	6/27/2014 - Friday	Reserved Rooms: 275 [100%]	Actual Rooms: 232 [80%]
	6/28/2014 - Saturday	Reserved Rooms: 275 [100%]	Actual Rooms: 280 [97%]
	6/29/2014 - Sunday	Reserved Rooms: 275 [100%]	Actual Rooms: 289 [100%]
	6/30/2014 - Monday	Reserved Rooms: 80 [29%]	Actual Rooms: 244 [84%]
	7/1/2014 - Tuesday	Reserved Rooms: 0 [0%]	Actual Rooms: 46 [16%]

**MINT History Information**

Meeting Date / Location / Bureau	6/27/2012 [Wednesday] - 7/1/2012 - Savannah GA UNITED STATES		
Attendance / Peak Rooms	[ Registered: 500 Total: 500 ] - [ Reserved: 275 Picked Up: 275 ]		
Hotel Information	HQ Hotel: Westin Savannah Harbor HQ Peak Rooms: 1225 Hotels Used: 1 Total Room Nights: 1225 Housing: NONE		
Facilities Information	Largest Attendance: 500 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 0		
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	6/27/2012 - Wednesday	Reserved Rooms: 225 [82%]	Actual Rooms: 225 [82%]
	6/28/2012 - Thursday	Reserved Rooms: 275 [100%]	Actual Rooms: 275 [100%]
	6/29/2012 - Friday	Reserved Rooms: 275 [100%]	Actual Rooms: 275 [100%]
	6/30/2012 - Saturday	Reserved Rooms: 275 [100%]	Actual Rooms: 275 [100%]
	7/1/2012 - Sunday	Reserved Rooms: 75 [27%]	Actual Rooms: 75 [27%]