

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		11/12/19		SALES MANAGER		Keola Shimooka			
GROUP		International Socieity for Heart Research							
EVENT TITLE		ISHR North American Section Meeting 2023				LEAD		118977	
EVENT DATES		05/20/23 - 05/24/23		AMOUNT REQUESTED		\$9,750			
		<small>(verify this does not conflict with major, annual events)</small>							
ASSISTANCE TYPE		Non-Shuttle		FUND USE		Facility Rental			
PEAK ROOM NIGHTS (total peak)		200		TOTAL ROOM NIGHTS		650			
HOTEL BLOCK		1		2		3		4	
Hotel Name		Hilton Madison Monona Terrace		Park Hotel					
Peak Room Block Bid		150		75					
GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$252,110			
COMPETITION		Other US Cities Unknown		ATTENDANCE		250			
DECISION DATE		05/15/2020		EXPECTED CONTRACT REVENUE		\$20,000			
HISTORY		1		2		3			
MONTH & YEAR				May 2009		June 2015			
CITY				Baltimore		Seattle			
FACILITY				Baltimore Marriott River Front		Grand Hyatt Seattle			
BLOCK TOTAL				834		369			
PICK UP TOTAL				429		449			
COMMENTS						OTHER FUNDING (external & internal)			

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 _____