

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	11/19/19	SALES MANAGER	Sarah Lemmers
GROUP	Collaborative Family Healthcare Association		
EVENT TITLE	CFHA Annual Conference 2021	★ The Lead is forthcoming	
EVENT DATES	October 14-16, 2021 <small>(verify this does not conflict with major, annual events)</small>	AMOUNT REQUESTED	\$10,680
ASSISTANCE TYPE	Non-Shuttle	FUND USE	Facility Rental
PEAK ROOM NIGHTS (total peak)	250	TOTAL ROOM NIGHTS	712
HOTEL BLOCK	The Lead is forthcoming	2	3
Hotel Name	DT Hotels TBD		
Peak Room Block Bid	★ see attached history		
GROUP STATUS	New	DIRECT SPENDING IMPACT	\$362,383
COMPETITION	Various U.S. Cities	ATTENDANCE	450
DECISION DATE	3/31/20	EXPECTED CONTRACT REVENUE	\$23,381
HISTORY	1	2	3
MONTH & YEAR	October 2019	October 2018	October 2017
CITY	Denver	Rochester, NY	Houston
FACILITY	Sheraton Downtown Denver	Hyatt Regency	Royal Sonesta Hotel Houston
BLOCK TOTAL			805
PICK UP TOTAL			715
COMMENTS	See attached MINT report for additional history.		OTHER FUNDING (external & internal)

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

DOS Approval [Signature]
DOS Approval Date 11/19/19
CEO Approval [Signature]
CEO Approval Date 11/20/19

INTERNAL USE ONLY:

Committee Meeting
Approval Date & Amount

MINT History Collaborative Family Health Care Annual Conference

Organization Information

Organization	Collaborative Family Healthcare Association
Market Segment	HEALTH & MEDICAL
Address	P.O. Box 23980
City / State / Zip / Country	Rochester NY 14692-3980 UNITED STATES
Phone / Fax	585-482-8210 585-482-2901
Web Address	cfha.net

Meeting Information

Meeting Name / Frequency	Annual Conference / Varies
Region / State / Province	STATE / None
Budget / Schedule Flexibility	Budget: None Schedule: None
Usual Start Day	Wednesday Duration: 1 days

Meeting Planner Information

Name	Steffani Blackstock
Title	Manager, Conferences
Email	CFHA@ascentmeetings.com
Phone	720-940-4880

History Information-Data Not Reported

Meeting Date / Location / Bureau	10/14/2019 [Monday] - 10/20/2019 - Denver CO UNITED STATES
Attendance / Peak Rooms	[Registered: 500 Total: 0] - [Reserved: 275 Picked Up: 0]
Hotel Information	HQ Hotel: HQ Peak Rooms: 0 Hotels Used: 0 Total Room Nights: 0 Housing: NONE
Facilities Information	Largest Attendance: 0 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]

MINT History Information

Meeting Date / Location / Bureau	10/19/2017 [Thursday] - 10/21/2017 - Houston TX UNITED STATES											
Attendance / Peak Rooms	[Registered: 500 Total: 500] - [Reserved: 270 Picked Up: 234]											
Hotel Information	HQ Hotel: Royal Sonesta Hotel Houston HQ Peak Rooms: 234 Hotels Used: 1 Total Room Nights: 715 Housing: ASSOCIATION											
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]											
Notes												
Room Flows	<table><tr><td>10/16/2017 - Monday</td><td>Reserved Rooms: 5 [2%]</td><td>Actual Rooms: 10 [4%]</td></tr><tr><td>10/17/2017 - Tuesday</td><td>Reserved Rooms: 10 [4%]</td><td>Actual Rooms: 19 [8%]</td></tr><tr><td>10/18/2017 - Wednesday</td><td>Reserved Rooms: 150 [56%]</td><td>Actual Rooms: 115 [49%]</td></tr></table>			10/16/2017 - Monday	Reserved Rooms: 5 [2%]	Actual Rooms: 10 [4%]	10/17/2017 - Tuesday	Reserved Rooms: 10 [4%]	Actual Rooms: 19 [8%]	10/18/2017 - Wednesday	Reserved Rooms: 150 [56%]	Actual Rooms: 115 [49%]
10/16/2017 - Monday	Reserved Rooms: 5 [2%]	Actual Rooms: 10 [4%]										
10/17/2017 - Tuesday	Reserved Rooms: 10 [4%]	Actual Rooms: 19 [8%]										
10/18/2017 - Wednesday	Reserved Rooms: 150 [56%]	Actual Rooms: 115 [49%]										

MINT History Information

10/19/2017 - Thursday	Reserved Rooms: 270 [100%]	Actual Rooms: 234 [100%]
10/20/2017 - Friday	Reserved Rooms: 270 [100%]	Actual Rooms: 230 [98%]
10/21/2017 - Saturday	Reserved Rooms: 100 [37%]	Actual Rooms: 107 [46%]

MINT History Information

Meeting Date / Location / Bureau	10/13/2016 [Thursday] - 10/15/2016 - Charlotte NC UNITED STATES		
Attendance / Peak Rooms	[Registered: 500 Total: 246] - [Reserved: 255 Picked Up: 246]		
Hotel Information	HQ Hotel: Westin Charlotte Hotel HQ Peak Rooms: 246 Hotels Used: 1 Total Room Nights: 717 Housing: NONE		
Facilities Information	Largest Attendance: 500 Simultaneous Rooms: 1 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	10/10/2016 - Monday	Reserved Rooms: 5 [2%]	Actual Rooms: 2 [1%]
	10/11/2016 - Tuesday	Reserved Rooms: 18 [7%]	Actual Rooms: 20 [8%]
	10/12/2016 - Wednesday	Reserved Rooms: 142 [56%]	Actual Rooms: 132 [54%]
	10/13/2016 - Thursday	Reserved Rooms: 255 [100%]	Actual Rooms: 246 [100%]
	10/14/2016 - Friday	Reserved Rooms: 235 [92%]	Actual Rooms: 232 [94%]
	10/15/2016 - Saturday	Reserved Rooms: 93 [36%]	Actual Rooms: 85 [35%]

MINT History Information

Meeting Date / Location / Bureau	10/12/2015 [Monday] - 10/18/2015 - Portland OR UNITED STATES		
Attendance / Peak Rooms	[Registered: 400 Total: 400] - [Reserved: 305 Picked Up: 282]		
Hotel Information	HQ Hotel: Portland Marriott Downtown Wat HQ Peak Rooms: 282 Hotels Used: 1 Total Room Nights: 839 Housing: ASSOCIATION		
Facilities Information	Largest Attendance: 400 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	10/9/2015 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 0 [0%]
	10/10/2015 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 0 [0%]
	10/11/2015 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 0 [0%]
	10/12/2015 - Monday	Reserved Rooms: 5 [2%]	Actual Rooms: 2 [1%]
	10/13/2015 - Tuesday	Reserved Rooms: 25 [8%]	Actual Rooms: 10 [4%]
	10/14/2015 - Wednesday	Reserved Rooms: 120 [39%]	Actual Rooms: 118 [42%]
	10/15/2015 - Thursday	Reserved Rooms: 305 [100%]	Actual Rooms: 282 [100%]
	10/16/2015 - Friday	Reserved Rooms: 305 [100%]	Actual Rooms: 281 [100%]
	10/17/2015 - Saturday	Reserved Rooms: 120 [39%]	Actual Rooms: 133 [47%]
	10/18/2015 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 12 [4%]
	10/19/2015 - Monday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]
	10/20/2015 - Tuesday	Reserved Rooms: 0 [0%]	Actual Rooms: 0 [0%]