

# 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	Anne Yost	
GROUP	Public Relations Society of America				
EVENT TITLE	PRSA Travel & Tourism Section Annual Conference			LEAD	118931
EVENT DATES	May 15-19, 2021 <small>(verify this does not conflict with major, annual events)</small>		AMOUNT REQUESTED	\$12,375	
ASSISTANCE TYPE	Non-Shuttle		FUND USE	Facility Rental	
PEAK ROOM NIGHTS (total peak)	300		TOTAL ROOM NIGHTS	825	
<b>HOTEL BLOCK</b>	1	2	3	4	
Hotel Name	Hilton Madison	Park Hotel			
Peak Room Block Bid	175	100			
GROUP STATUS	Pending		DIRECT SPENDING IMPACT	\$447,790	
COMPETITION	Various other U.S. Cities		ATTENDANCE	450	
DECISION DATE	12/28/20		EXPECTED CONTRACT REVENUE	\$15,075	
<b>HISTORY</b>	1	2	3		
MONTH & YEAR	2019	2018	2017		
CITY	Philadelphia	New Orleans	Palm Springs		
FACILITY	Loews	Royal Sonesta			
BLOCK TOTAL					
PICK UP TOTAL	879	858	889		
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 PRSA Travel and Tourism Section Conference

### Organization Information

Organization	<a href="#">Public Relations Society of America (PRSA)</a>
Market Segment	TRADE, COMMERCIAL OR BUSINESS
Address	120 Wall Street, 21st Floor
City / State / Zip / Country	New York NY 10005 UNITED STATES
Phone / Fax	(212) 460-1456 : (212) 995-0757
Web Address	<a href="http://www.prsa.org">www.prsa.org</a>

### Meeting Information

Meeting Name / Frequency	<a href="#">Travel and Tourism Conference</a> / Annual
Region / State / Province	US NATIONAL / None
Budget / Schedule Flexibility	Budget: None Schedule: None
Usual Start Day	Wednesday Duration: 0 days

### Meeting Planner Information

Name	<a href="#">Jennifer Bates</a>
Title	Manager, Global Accounts
Email	<a href="mailto:jbates@helmsbriscoe.com">jbates@helmsbriscoe.com</a>
Phone	(503) 617-6822

### MINT History Information

Meeting Date / Location / Bureau	<a href="#">5/22/2016 [Sunday]</a> - <a href="#">5/25/2016</a> - Houston TX UNITED STATES		
Attendance / Peak Rooms	[ Registered: 300 Total: 300 ] - [ Reserved: 200 Picked Up: 218 ]		
Hotel Information	HQ Hotel: Four Seasons Hotel Houston HQ Peak Rooms: 218 Hotels Used: 1 Total Room Nights: 679 Housing: ASSOCIATION		
Facilities Information	Largest Attendance: 300 Simultaneous Rooms: 5 F&B Functions: 5 Largest Meal Attendance: 300		
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	5/21/2016 - Saturday	Reserved Rooms: 40 [20%]	Actual Rooms: 43 [20%]
	5/22/2016 - Sunday	Reserved Rooms: 175 [88%]	Actual Rooms: 188 [86%]
	5/23/2016 - Monday	Reserved Rooms: 200 [100%]	Actual Rooms: 218 [100%]
	5/24/2016 - Tuesday	Reserved Rooms: 200 [100%]	Actual Rooms: 209 [96%]
	5/25/2016 - Wednesday	Reserved Rooms: 15 [8%]	Actual Rooms: 20 [9%]
	5/26/2016 - Thursday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]

### MINT History Information

Meeting Date / Location / Bureau	<a href="#">5/21/2013 [Tuesday]</a> - <a href="#">5/24/2013</a> - Memphis TN UNITED STATES		
Attendance / Peak Rooms	[ Registered: 300 Total: 210 ] - [ Reserved: 435 Picked Up: 210 ]		
Hotel Information	HQ Hotel: Peabody Hotel HQ Peak Rooms: 210 Hotels Used: 1 Total Room Nights: 650 Housing: NONE		
Facilities Information	Largest Attendance: 210 Simultaneous Rooms: 15 F&B Functions: 0 Largest Meal Attendance: 0		

## MINT History Information

Room Flows	5/18/2013 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]
	5/19/2013 - Sunday	Reserved Rooms: 5 [3%]	Actual Rooms: 2 [1%]
	5/20/2013 - Monday	Reserved Rooms: 15 [10%]	Actual Rooms: 37 [18%]
	5/21/2013 - Tuesday	Reserved Rooms: 100 [67%]	Actual Rooms: 177 [84%]
	5/22/2013 - Wednesday	Reserved Rooms: 150 [100%]	Actual Rooms: 210 [100%]
	5/23/2013 - Thursday	Reserved Rooms: 150 [100%]	Actual Rooms: 201 [96%]
	5/24/2013 - Friday	Reserved Rooms: 10 [7%]	Actual Rooms: 16 [8%]
	5/25/2013 - Saturday	Reserved Rooms: 5 [3%]	Actual Rooms: 5 [2%]
	5/26/2013 - Sunday	Reserved Rooms: 5 [3%]	Actual Rooms: 1 [0%]
	5/27/2013 - Monday	Reserved Rooms: 5 [3%]	Actual Rooms: 0 [0%]

## MINT History Information

Meeting Date / Location / Bureau	<a href="#">6/5/2011 [Sunday]</a> - <a href="#">6/7/2011</a> - SAN ANTONIO TX UNITED STATES		
Attendance / Peak Rooms	[ Registered: 250 Total: 250 ] - [ Reserved: 150 Picked Up: 149 ]		
Hotel Information	HQ Hotel: WESTIN RIVERWALK HQ Peak Rooms: 149 Hotels Used: 1 Total Room Nights: 464 Housing:		
Facilities Information	Largest Attendance: 250 Simultaneous Rooms: 3 F&B Functions: 0 Largest Meal Attendance: 250		
Room Flows	6/4/2011 - Saturday	Reserved Rooms: 10 [7%]	Actual Rooms: 18 [12%]
	6/5/2011 - Sunday	Reserved Rooms: 130 [87%]	Actual Rooms: 141 [95%]
	6/6/2011 - Monday	Reserved Rooms: 150 [100%]	Actual Rooms: 149 [100%]
	6/7/2011 - Tuesday	Reserved Rooms: 150 [100%]	Actual Rooms: 142 [95%]
	6/8/2011 - Wednesday	Reserved Rooms: 10 [7%]	Actual Rooms: 14 [9%]

## MINT History Information

Meeting Date / Location / Bureau	<a href="#">5/20/2007 [SUNDAY]</a> - <a href="#">5/23/2007</a> - LOS ANGELES CA UNITED STATES		
Attendance / Peak Rooms	[ Registered: 5375 Total: 0 ] - [ Reserved: 173 Picked Up: 223 ]		
Hotel Information	HQ Hotel: MILLENNIUM BILTMORE HOTEL HQ Peak Rooms: 223 Hotels Used: 1 Total Room Nights: 750 Housing: ASSOCIATION		
Facilities Information	Largest Attendance: 0 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 0		
Room Flows	5/19/2007 - Saturday	Reserved Rooms: 90 [52%]	Actual Rooms: 137 [61%]
	5/20/2007 - Sunday	Reserved Rooms: 173 [100%]	Actual Rooms: 223 [100%]
	5/21/2007 - Monday	Reserved Rooms: 173 [100%]	Actual Rooms: 212 [95%]
	5/22/2007 - Tuesday	Reserved Rooms: 110 [64%]	Actual Rooms: 158 [71%]
	5/23/2007 - Wednesday	Reserved Rooms: 3 [2%]	Actual Rooms: 8 [4%]

## MINT Future Booking Information

Meeting Date / Location / Bureau	<a href="#">6/8/2020</a> - Spokane WA UNITED STATES SPOKANE
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