madison

MT BEA FUND 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.

 \boxtimes This event has an overflow hotel with a minimum room block of 50.

PLUS ONE OF THE FOLLOWING:

 \boxtimes This event has a minimum direct spending impact of \$100,000 \boxtimes This event has a minimum out of town attendance of 400.

Date of Request	e of Request_4/9/21				Sales Manager Eric Reichert					
Group American Meteorological Society										
25th Conference on Satellite Meteorology and Oceanography/17th Conference on Polar Event Meteorology and Oceanography/16th Conference on Atmospheric Radiation/16th Name Conference on Cloud Physics Lead # 119187										
Event Dates August 8, 2022 – August 12, 2022 Verify this does not conflict with major annual events								\$39,000		
Fund Use Facility Rental										
Peak Room Nigh	ts (total peak) 530			Total Room Nights				2,600		
HOTEL BLOCK		1		2		3			4	
Hotel Na	ime	Hilton	Cor	ncourse	course Pa		AC Ma		C Marriott	
Peak Room Block	ock Bid 150			250		125		30		
Lead Status	-	Direc	Direct Spending Impact \$845,625 Attendance 550							
Decision Date	<u>6/1/2021</u> Ex			xpected Contract Revenue				\$43,825		
HISTORY Month & Year City Facility Block Total Pick Up Total		1			2			3		
Comments AMS was here with SatMet in 2016. Picked up 100 peak rooms & 475 total room nights. This 2022 event adds a few other Conferences to the mix to create a sort of Super Sat Met, which will increase the room block. Client requires comp meeting space in order to host. Other Funding (external & internal) DM - \$20,000 based on booking a multi-event deal.										
Email form or Print and give (with any attachments) to Senior Convention Sales Coordinator – Who will route to VP and CEO for Approval.										
VP Approval John Leinen				Date	4/29	/21		Internal Use Only:		
CEO Approval	Une	\sim		Date	4.30	.21	Committe Meeting Approval & Amoun	Date		