destination 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.

☒ 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	June 30, 2021
Group	ASLO
Event Name	ASLO 2024 Summer Meeting
Event Dates	June 1-7, 2024
	Verify this does not conflict with major annual events.
Fund Use	Facility Rental

Sales Manager	Anne Yost
Lead #	119213
Amount Requested	$43,500 (up to)

		Total Room Nights	2900
Peak Room Nights (total peak)	500		

HOTEL BLOCK

	1	2	3	4
Hotel Name	Madison Hilton MT	BW Park Hotel	Concourse	Hyatt Place
Peak Room Block Bid	150	100	175	50

Lead Status	pending	Direct Spending Impact	$1,133,326
Competition	n/a	Attendance	900
Decision Date	7/30/2021	Expected Contract Revenue	$79,242

HISTORY

	1	2	3
Month & Year	June 2020 (cxl)	June 2018	June 2016
City	Madison, WI	Victoria BC	Santa Fe, NM
Facility	Monona Terrace	Victoria Conference Center	Santa Fe Community Conv Ctr
Block Total	500		2833 rm nights
Pick Up Total			497 peak

Comments	This funding is the equivalent of approved MT BEA funding for the ASLO 2020 event that had been booked at Monona Terraced but cancelled. They are looking at booking in Madison now for 2024.	Other Funding (external & internal)	DM Internal Fund $10,000

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	7/1/21
CEO Approval	*(signature)*	Date	7.2.21

Internal Use Only:
Committee Meeting Approval Date & Amount

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