

# 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 July 29, 2021

Sales Manager Sarah Lemmers

Group Blue52 Productions, LLC

Event Name 2022 NSMMS & CRASTE

Lead # 119236

Event Dates June 27 – July 1, 2022

Amount Requested \$15,000

Verify this does not conflict with major annual events.

Fund Use Choose an item.

Peak Room Nights (total peak) 230

Total Room Nights 1040

### HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton	DoubleTree	Park	Hampton
Peak Room Block Bid	50	40	20	35

Lead Status Pending

Direct Spending Impact \$392,497

Competition Logan, Utah

Attendance 500

Decision Date 11.30.2021

Expected Contract Revenue \$32,985

### HISTORY

	1	2	3
Month & Year	2019	2018	2016
City	Henderson, NV	Madison, WI	Westminster, CO
Facility	Green Valley Ranch	Monona Terrace	Westin Westminster
Block Total		1040	916
Pick Up Total	1283	1141	911

Comments Was not able to have virtual events in 2020 and 2021 due to virtual security restrictions. used funding when they were here in 2018. mirroring what they used then.

Other Funding \$15,000 - GMCVB  
(external & internal)

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

Date

7/29/21

CEO Approval

Date

8.2.21

Internal Use Only:

Committee Meeting  
Approval Date & Amount
