

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 April 23, 2020

Sales Manager Jeff Holcomb

Group Solution Tree

Event Name PLC Institute 2021

Lead # 118909

Event Dates July 20-22, 2021

Verify this does not conflict with major annual events.

Amount Requested \$13,500

Fund Use Facility Rental

Peak Room Nights (total peak) 300

Total Room Nights 895

**HOTEL BLOCK**

	1	2	3	4
Hotel Name	Hilton	Park		
Peak Room Block Bid	200	100		

Lead Status Pending

Direct Spending Impact \$754,948

Competition Atlanta

Attendance 1,500

Decision Date June 30, 2020

Expected Contract Revenue \$46,891

**HISTORY**

	1	2	3
Month & Year	2018	2020	
City	Madison	Madison	
Facility	Monona Terrace	Monona Terrace	
Block Total	1,500		
Pick Up Total	1,212		

Comments

Other Funding  
(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 John Leinen

Date 5/4/20

CEO Approval Deb Archer

Date 5/4/20

Internal Use Only:

Committee  
Meeting  
Approval Date  
& Amount