

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 4/25/23

Sales Manager Keola Shimooka

Group International Institute of Municipal Clerks

Event Name 2027 Annual Conference

Lead # 119376

Event Dates May 15-20, 2027

Verify this does not conflict with major annual events.

Amount Requested \$42,000

Fund Use Facility Rental

Peak Room Nights (total peak)

575

Total Room Nights

2800

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton	Concourse	Park	Hyatt
Peak Room Block Bid	150	250	125	50

Lead Status Pending

Direct Spending Impact \$1,119,473

Competition Other Midwest Cities

Attendance 1000

Decision Date 12/31/23

Expected Contract Revenue \$61,858

HISTORY

	1	2	3
Month & Year	May 2022	May 2021	May 2019
City	Little Rock, AR	Grand Rapids, MI	Birmingham, AL
Facility	Little Rock Marriott	Amway Grand	Birmingham Jefferson Convention Center
Block Total		450 attendees	1,000 attendees
Pick Up Total	2573		

Comments

Other Funding DM Grant \$5,000
(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

5.17.23

Internal Use Only:

Committee Meeting
Approval Date
& Amount

CEO Approval

Date

5.17.23