

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 10/13/2025

Sales Manager Aaron Frey

Group Solution Tree

Event Name 2027 PLC at Work Institute

Lead # 121308

Event Dates 10/22/2027-10/25/2027

Verify this does not conflict with major annual events.

Amount Requested \$13,500

Fund Use Facility Rental

Peak Room Nights (total peak)

325

Total Room Nights

900

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton	Embassy	BW Park	Concourse
Peak Room Block Bid	150	150	150	100

Lead Status Pending - contracting

Direct Spending Impact \$795,432

Competition Minneapolis, Des Moines

Attendance 1400

Decision Date 12/31/2025

Expected Contract Revenue \$50,512

HISTORY

	1	2	3
Month & Year	June, 2026	Aug, 2025	July, 2024
City	Madison	Madison	Madison
Facility	Monona Terrace	Monona Terrace	Monona Terrace
Block Total	900	940	983
Pick Up Total		592	698

Comments

Other Funding
(external & internal)

DM Grant \$7,000

VP Approval



Date

11-19-25

CEO Approval



Date

11.18.25

Internal Use Only:

Committee Meeting
Approval Date & Amount
