

MT BEA FUND BOOKING INCENTIVE REQUEST

TO QUALIFY FOR ASSISTANCE, THE EVENT MUST MEET THE FOLLOWING REQUIREMENTS:

☐ This event meets	Monona T	errace's	definition	of a co	nvention

- ☑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
- $\ \ \, \boxtimes$ This event has a minimum out of town attendance of 400.

Date of Request									
Group_	Solution Tree								
Event Name	ne 2027 PLC at Work Institute					Lead #	121308		
Event Dates	10/22/2027-10/25/2027 Verify this does not conflict with major an	Amo	ount Requeste	d	\$13,500				
Fund Use Facility Rental									
Peak Room Nigh	om Nights (total peak) 325		Tota	l Room Nights		900			
<u> </u>						4			
	Hotel Name Hilton		Embassy BW Pa		ark				
Peak Room Block			-		0		100		
Competition Decision Date HISTORY Month & Year City Facility Block Total	1 June, 2026 Madison Monona Terrace		Direct Spending Impact A Expected Contract Revenue 2 Aug, 2025 Madison Monona Terrace 940		Attendance 1400 \$50,512 3 July, 2024 Madison Monona Terrace 983				
Pick Up Total Comments			59		other Fund	9	Grant \$7,000		
VP Approval	MilliWapacli			1-19-25	Internal & int Internal Committ Meeting Approval & Amour	I Use Only:			

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