

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 4/23/24

Sales Manager Keola Shimooka

Group Outdoor Writers Association of America

Event Name 2026 OWAA Annual Conference

Lead # 120888

Event Dates August 22-24, 2026

Verify this does not conflict with major annual events.

Amount Requested \$9,225

Fund Use Facility Rental

Peak Room Nights (total peak)

160

Total Room Nights

615

**HOTEL BLOCK**

|                     | 1      | 2       | 3    | 4                      |
|---------------------|--------|---------|------|------------------------|
| Hotel Name          | Hilton | Embassy | Park | Hyatt, Hampton, Indigo |
| Peak Room Block Bid | 100    | 160     | 50   | 40,30,30               |

Lead Status Pending

Direct Spending Impact \$305,711

Competition Various

Attendance 300

Decision Date 4/30/24

Expected Contract Revenue \$27,849

**HISTORY**

|               | 1                            | 2               | 3               |
|---------------|------------------------------|-----------------|-----------------|
| Month & Year  | Sept 2023                    | May 2022        | June 2019       |
| City          | Golf Shores, AL              | Casper, Wyoming | Little Rock, AR |
| Facility      | The Lodge at Golf State Park | Ramkota Hotel   | DoubleTree      |
| Block Total   | 534                          | 175 attendees   | 545             |
| Pick Up Total |                              |                 | 364             |

Comments

Other Funding \$13,000 DM Grant  
(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 4/28/2024

Internal Use Only:

Committee  
Meeting  
Approval Date  
& Amount

CEO Approval

Date 4.29.24