

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 5.3.2023

Sales Manager Samantha Brown

Group US Grains Council

Event Name 2026 Summer Meeting – Annual Board of Delegates Meeting

Lead # 120636

Event Dates 7/26-8/1/2026

Verify this does not conflict with major annual events.

Amount Requested \$13,500.00

Fund Use Facility Rental

Peak Room Nights (total peak)

235

Total Room Nights

900

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton Madison MT	Embassy Suites		
Peak Room Block Bid	150	115		

Lead Status Pending

Direct Spending Impact \$523,130

Competition Milwaukee, Green Bay, Anchorage, Portland, Minneapolis

Attendance 275

Decision Date 7.28.23

Expected Contract Revenue \$26,849.00

HISTORY

	1	2	3
Month & Year	July 2023	July 2022	July 2021
City	Calgary, AB	Sacramento, CA	Des Moines, IA
Facility	Hyatt Regency Calgary	Hyatt Regency Sacramento	Hilton Des Moines Downtown
Block Total		905	910
Pick Up Total		729	658

Comments

Other Funding DM Grant \$7,000
(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 5/15/23

Internal Use Only:

Committee
Meeting
Approval Date
& Amount

CEO Approval

Date 5.17.23