

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 11/18/25

Sales Manager Sarah Lemmers

Group National Rural Electric Cooperative Association

Event Name NRECA 2027 Connect Conference

Lead # 121261

Event Dates May 2-7, 2027

Amount Requested \$30,000

Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak)

610

Total Room Nights

2,000

HOTEL BLOCK

	1	2	3	4	4	4
Hotel Name	Hilton	Embassy	Park	Concourse	Hyatt	AC
Peak Room Block Bid	150	185	100	100	50	50

Lead Status Pending

Direct Spending Impact \$1,007,316

Competition Austin, Dallas/Ft. Worth, Houston, Charlotte, Cleveland, Columbus, Indianapolis, Kansas City, Milwaukee, Nashville, Orlando, Savannah

Attendance 800

Decision Date 1/31/26

Expected Contract Revenue \$53,486

EVENT HISTORY

Reflects actualized performance.

Year	Location	Registration	Pickup Sunday	Pickup Monday	Pickup Tuesday	Pickup Wed	Pickup Thursday	Total
2026	Town & Country Resort, CA	TBD	TBD	TBD	TBD	TBD	TBD	TBD
2025	Loews Kansas City	703	53	411	597	591	487	2,144
2024	Hilton Baltimore	661	43	387	579	572	435	2,036
2023	Hyatt Regency Jacksonville	655	111	426	589	582	493	2,242
2022	Hyatt Regency Seattle	526	60	345	468	460	388	1,758
2019	Marriott Marquis Houston	682	55	376	585	585	455	2,069

Comments

Other Funding

(external & internal)

none

VP Approval

Date

11-19-25

Internal Use Only:

Committee Meeting Approval Date & Amount

CEO Approval

Date

11.18.25