

MT BEA FUND **BOOKING INCENTIVE REQUEST**

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

| X This | event med | ets Monona | Terrace's | definition | of a conve | ntion |
|--------|-----------|------------|-----------|------------|------------|-------|
| | | | | | | |

☑ This event has not yet been contracted.

- PLUS ONE OF THE FOLLOWING:
- ☑ This event has a minimum of 75% programmed events at the Monona Terrace.
- ⊠This event has a minimum direct spending impact of \$100,000
 ☑ This event has a minimum out of town attendance of 400.
- ☑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.

| Date of | Request | 11/ | ′18/ | 25 |
|---------|---------|-----|------|----|
|---------|---------|-----|------|----|

Sales Manager Sarah Lemmers

Group National Rural Electric Cooperative Association

Verify this does not conflict with major annual events.

Event Name NRECA 2027 Connect Conference

Lead # 121261

Event Dates May 2-7, 2027

Amount Requested

\$30,000

Fund Use **Facility Rental**

Peak Room Nights (total peak)

610

185

Total Room Nights

3

Park

100

HOTEL BLOCK Hotel Name

Peak Room Block Bid

| | I | |
|---|--------|---------|
| Э | Hilton | Embassy |
| | | |

| 4 | 4 | |
|-----------|-------|--|
| Concourse | Hyatt | |
| 100 | 50 | |

| ¬уан | AC |
|------|----|
| 50 | 50 |

Lead Status Pending

Direct Spending Impact

\$1,007,316

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

150

Attendance

Decision Date 1/31/26

Expected Contract Revenue

\$53,486

800

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)

& Amount

none

VP Approval

Date 11-19-25

Internal Use Only: Committee Meeting Approval Date

CEO Approval

Date 11.18.25 madison, wi 53703 608-255-2537 800-373-6376 e. mifflin st., suite 200

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