

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 09/18/2025 Sales Manager Sarah Lemmers

Group Society of American Foresters

Event Name 2028 SAF National Convention Lead # 121305

Event Dates Oct. 15-20, or Oct. 8-13, 2028 Amount Requested \$25,500
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 367 Total Room Nights 1700

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Embassy	Concourse	Park
Peak Room Block Bid	150	185	102	50

Lead Status Pending Direct Spending Impact \$1,915,001

Competition Milwaukee & other Midwest cities Attendance 1800

Decision Date 06/01/2026 Expected Contract Revenue \$77,942

HISTORY	1	2	3
Month & Year	October 2023	Sept 2022	
City	Sacramento	Baltimore	
Facility	Hyatt Regency	Marriott Inner Harbor	
Block Total			
Pick Up Total	1682	1398	

Comments 2020/2021 – were virtual Other Funding \$25,500 DM Grant
(external & internal)

VP Approval  Date 11-19-25

CEO Approval  Date 9.25.25

Internal Use Only:

Committee Meeting Approval Date & Amount	
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