

MT BEA FUND BOOKING INCENTIVE REQUEST

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

| ☐ This event meets | Monona 7 | Terrace's | definition | of a col | nvention |
|--------------------|----------|-----------|------------|----------|----------|
| | | | | | |

- ☑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
- $\ \ \, \boxtimes$ 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 Verify this does not conflict with major annual events. | | | Amount Requested_ | | | \$25,500 | | | |
| Fund Use Facility Rental | | | | | | | | | |
| Peak Room Nights (total peak) 367 | | | Total Room Nights | | | 1700 | | | |
| HOTEL BLOCK | 1 | 2 | | | 3 | | 4 | | |
| Hotel Na | ime Hilton | Embas | sv | | ourse | | Park | | |
| Peak Room Block | | 185 | | |)2 | ' | 50 | | |
| - Cak Hoom Brook | | | | | | | | | |
| Lead Status | Pending | [| Direct Sp | pending Impa | act | \$1,915, | 001 | | |
| Competition Milwaukee & other Midwest cities | | | | | Attendan | ce | 1800 | | |
| Decision Date | 06/01/2026 Exp | | pected Contract Revenue | | ue | \$77,942 | | | |
| HISTORY | 1 | | 2 | | | 3 | | | |
| Month & Year | | | Sept 2022 | | | , , | | | |
| City | Sacramento | | Baltimore | | | | | | |
| Facility | Hyatt Regency | Ma | Marriott Inner Harbor | | | | | | |
| Block Total | , , , | | | | | | | | |
| Pick Up Total | 1682 | | 1398 | | | | | | |
| Comments 2020 | 0/2021 – were virtual | | | | Other Fun | | 500 DM Grant | | |
| _ | | | | | (CAICITIAI & III | terriar) | | | |
| | 111) | | | | Interna | al Use Only: | | | |
| V/B Approval | 1.45 | Dat | | 11-19-25 | Commit Meeting | tee | | | |
| VP Approval | _ | Dai | <u> </u> | 11-19-20 | Approva | al Date | | | |
| | (11 | | | | & Amou | int | | | |
| (| May Wayner 101 | | | | | | | | |
| CEO Approval_ | WWW WILLIAM | Dat | e | 9.25.25 | | | | | |

22 e. mifflin st., suite 200 madison, wi 53703 608-255-2537 800-373-6376 visitmadison.com