

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 11/17/2023 Sales Manager Sydney DeMartino

Group Christian Community Development Association

Event Name 2025 CCDA National Conference Lead # 120785

Event Dates 10/12/25-10/18/25, 11/9/25-11/15/25, and 11/2/25-11/8/25 Amount Requested \$23,760
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 440 Total Room Nights 1584

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton Madison Monona Terrace	Embassy Suites	Madison Concourse Hotel	Best Western Premier Park Hotel
Peak Room Block Bid	110	175	175	75-125

Lead Status Pending Direct Spending Impact \$825,111

Competition NA Attendance 2,000

Decision Date 12/15/2023 Expected Contract Revenue \$80,438

HISTORY	1	2	3
Month & Year	Nov 2021 in Person	October 2019	November 2018
City	Also Virtual Component Kansas City	Dallas	Chicago
Facility	Kansas City Marriott Downtown	Hyatt Regency Dallas at Reunion	Hyatt Regency McCormick Place
Block Total	315 Peak Rooms	2355 Total Rms	Blocked Peak Rms 600
Pick Up Total	327 Peak Rooms	1714 Total Rms	

Comments Other Funding DM Grant \$33,700
(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 11-23-23

CEO Approval  Date 11.20.23

Internal Use Only:

Committee Meeting	
Approval Date & Amount	