

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 November 16, 2023

Sales Manager Anne Yost

Group Int'l Society for Structural and Multidisciplinary Optimization

Event Name WCSMO-16

Lead # 120765

Event Dates June 9-13, 2025

Amount Requested \$19,500.00

Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak)

400

Total Room Nights

1300

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton	Embassy Suites	Best Western	Hyatt
Peak Room Block Bid	100	100	100	60

Lead Status Pending

Direct Spending Impact \$575,540

Competition Japan, South Korea

Attendance 500

Decision Date January 2024

Expected Contract Revenue \$53,765

HISTORY

	1	2	3
Month & Year	June 2023	June 2019	June 2017
City	Cork, Ireland	Beijing, China	Braunschweig, Germany
Facility			
Block Total			
Pick Up Total			

Comments

Other Funding DM Grant \$17,100
(external & internal)

Email form or Print and give

(ments) to Senior Convention Sales Coordinator – Who will route to VP and CEO for Approval.

VP Approval

Date 11-21-2023

CEO Approval

Date 11.20.23

Internal Use Only:

Committee
Meeting
Approval Date
& Amount