

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 07/08/22

Sales Manager Keola Shimooka

Group Spiritual Directors Association

Event Name 2023 SDI Annual Conference

Lead # 119406

Event Dates 05/02/23 – 05/08/23

Amount Requested \$8,145

Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 180

Total Room Nights 543

HOTEL BLOCK

	1	2	3	4
Hotel Name	Madison Concourse	Hyatt Place		
Peak Room Block Bid	130	50		

Lead Status Pending

Direct Spending Impact \$495,927.00

Competition Nationwide

Attendance 400

Decision Date 07/31/2022

Expected Contract Revenue \$22,945

HISTORY

	1	2	3
Month & Year	May 2018	May 2019	May 2022
City	St. Louis	Bellevue, WA	Santa Fe, NM
Facility	Union Station Hotel, Curio by Hilton	Meydenbauer Center and Seattle Marriott Bellevue	Santa Fe Community Convention Center, Eldorado Hotel, The Lodge at Santa Fe, St. Francis Hotel
Block Total	779	704	982
Pick Up Total	972	583	600

Comments This is a first time for this group to be in Madison and would get us on rotation the hold the event again. 2020 was cancelled 2021 was virtual only.

Other Funding (external & internal) \$ 11,050.00 – DM Grant

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 9/7/22

Internal Use Only:

Committee Meeting Approval Date & Amount

CEO Approval

Date 9.6.22