

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 08/29/2023

Sales Manager Sarah Lemmers

Group American Association of Biological Anthropologists Annual Meeting

Event Name 2028 AABA Annual Meeting

Lead # 120728

Event Dates 3.27-4.1, 2028 or 4.3-8, 2028

Verify this does not conflict with major annual events.

Amount Requested \$30,000

Fund Use Facility Rental

Peak Room Nights (total peak)

580

Total Room Nights

2000

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton	Embassy	Concourse	Park
Peak Room Block Bid	151	185	250	100

Lead Status Pending

Direct Spending Impact \$779,388

Competition Milwaukee & Chicago

Attendance 580

Decision Date 2/29/2024

Expected Contract Revenue \$62,938

HISTORY

	1	2	3
Month & Year	April 2023	March 2022	April 2017
City	Reno	Denver	New Orleans
Facility	Peppermill Reno	Convention Center	New Orleans Marriott
Block Total	2341		
Pick Up Total	2441	1981	1950

Comments

Other Funding DM Grant \$20,000
(external & internal)

Email form or Print an attachments to Senior Convention Sales Coordinator – Who will route to VP and CEO for Approval.

VP Approval

Date 2-2-24

CEO Approval

Date 2.5.24

Internal Use Only:

Committee Meeting
Approval Date
& Amount
