

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 11/18/24 Sales Manager Jamie Patrick

Group National Junior College Athletic Association

Event Name 2028 Convention Lead # 121002

Event Dates April 10-14, 2028 Amount Requested \$9,750
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 200 Total Room Nights 650

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Embassy	Park	Hyatt Place
Peak Room Block Bid	100	185	50	50


Lead Status Pending Direct Spending Impact \$1,570,529


Competition TBD Attendance 1500

Decision Date 4/15/25 Expected Contract Revenue \$22,097

HISTORY	1	2	3
Month & Year	April 2024	April 2023	April 2022
City	Charlotte, NC	Charlotte, NC	Birmingham, AL
Facility	Hilton University Place	Hilton University Place	Sheraton Birmingham Hotel
Block Total			
Pick Up Total			

Comments _____ Other Funding (external & internal) no

VP Approval  _____ Date 11/19/24

CEO Approval  _____ Date 11/20/24

Internal Use Only:
Committee Meeting Approval Date & Amount _____