

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 5/16/2023 Sales Manager Brandon Holstein

Group American Trails

Event Name 2025 International Trails Summit Lead # 119582

Event Dates 4/12/25 – 4/19/25 Amount Requested 20,700
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 250 Total Room Nights 1,380

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton MT	Marriott AC	Embassy Suites	
Peak Room Block Bid	200	50	185	

Lead Status Pending Direct Spending Impact 906,984.07

Competition Raleigh, NC (Madison received verbal) Attendance 800

Decision Date Decided (Madison) Expected Contract Revenue 48,088.00

HISTORY	1	2	3
Month & Year	April 2023	May 2019	
City	Reno, NV	Syracuse, NY	
Facility	Nugget Casino Resort	Oncenter Convention Center	
Block Total		1,462	
Pick Up Total	2,007	782	

Comments _____ Other Funding 12,079 (internal)
(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 [Signature] Date 5/16/23
CEO Approval [Signature] Date 5.16.23

Internal Use Only:
Committee Meeting Approval Date & Amount
