

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 6/20/24

Sales Manager Anne Yost

Group American Academy of Hospice and Palliative Medicine

Event Name 2027 or 2028 Summer Course Institute

Lead # No lead yet

Event Dates Monday-Friday, August 2027 or 2028

Verify this does not conflict with major annual events.

Amount Requested \$12,000

Fund Use Facility Rental

Peak Room Nights (total peak) 250

Total Room Nights 800

**HOTEL BLOCK**

	1	2	3	4
Hotel Name	Hilton	Embassy Suites	Best Western	
Peak Room Block Bid	150	100	100	

Lead Status Pending

Direct Spending Impact Approx. \$575,000

Competition unknown

Attendance 400

Decision Date 12/31/24

Expected Contract Revenue \$18,964

**HISTORY**

	1	2	3
Month & Year	August 2024	August 2023	August 2022
City	Louisville	Chicago	Louisville
Facility	Omni Louisville	Intercontinental Mag Mile	Omni Louisville
Block Total			
Pick Up Total			

Comments

Other Funding DM Grant \$2,500  
(external & internal)

VP Approval

Date

6/21/24

CEO Approval

Date

6.27.24

Internal Use Only:

Committee Meeting Approval Date & Amount
