

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 9/3/25

Sales Manager Sarah Lemmers

Group American Cheese Society

Event Name 2027 Annual Conference

Lead # 121278

Event Dates 2027, July 11-17

Verify this does not conflict with major annual events.

Amount Requested \$27,000

Fund Use Facility Rental

Peak Room Nights (total peak) 450

Total Room Nights 1800

HOTEL BLOCK

	1	2	3	4
Hotel Name	Embassy Suites	Hilton	Park	AC
Peak Room Block Bid	185	150	100	25

Lead Status Pending

Direct Spending Impact \$1,129,032

Competition TBD

Attendance 1200

Decision Date 10/31/25

Expected Contract Revenue \$77,034

HISTORY

	1	2	3
Month & Year	July 2026	July 2025	July 2023
City	Louisville, KY	Sacramento	Des Moines
Facility	Kentucky Intl Conv Center	SAFE Credit Union Conv Center	Iowa Events Center
Block Total	1787	1785	1738
Pick Up Total	1400 attendance expected	1441	815 at Hilton Downtown

Comments

Other Funding \$27,600 DM Grant
(external & internal)

VP Approval

Date 9/3/25

Internal Use Only:

Committee
Meeting
Approval Date
& Amount

CEO Approval

Date 9.3.25