

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 6/11/2026

Sales Manager Aaron Frey

Group Church of the Brethren

Event Name 2029 Annual Conference

Lead # 121505

Event Dates 7/8/2029-7/15/2029

Amount Requested \$43,500

Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 605

Total Room Nights 2900

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton	Embassy Suites	BW Premier Park	Concourse Hotel
Peak Room Block Bid	150	185	125	50

Lead Status Pending

Direct Spending Impact \$1,259,188.21

Competition Milwaukee, St. Louis, Knoxville, Richmond, Lancaster, Pittsburgh, Denver

Attendance 1,400

Decision Date September 2026

Expected Contract Revenue \$83,818.00

HISTORY

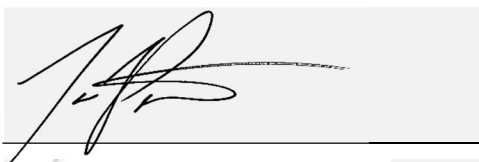
	1	2	3
Month & Year	July 2025	July 2024	July 2023
City	Greensboro, NC	Grand Rapids, MI	Cincinnati, OH
Facility	Sheraton Four Season/Koury Conv Cntr	Amway Grand Plaza	Hilton Cincinnati
Block Total		3,300	2,920
Pick Up Total	749 – Peak Pickup	3,381	3,226

Comments

Other Funding
(external & internal)

DM Grant

VP Approval



Date

6-15-26

CEO Approval



Date

6-15-26

Internal Use Only:

Committee

Meeting

Approval Date

& Amount
