

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 02/02/2026 Sales Manager Paige Ryan

Group Museum Store Association

Event Name MSA Forward 2028 Lead # 121406

Event Dates 4/17/28-4/21/28 or 5/15/28-5/19/28 Amount Requested \$19,500
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 316 Total Room Nights 1300

HOTEL BLOCK	1	2	3	4
Hotel Name	BW Premier Park	Embassy Suites	Hilton Monona Terrace	Madison Concourse
Peak Room Block Bid	100	150	150	75


Lead Status Pending Direct Spending Impact \$822,492

Competition unknown Attendance 700

Decision Date 6/30/2026 Expected Contract Revenue \$39,101

HISTORY	1	2	3
Month & Year	May 2025	May 2024	May 2023
City	Los Angeles, CA	Baltimore, MD	Denver, CO
Facility	Los Angeles Convention Center	Baltimore Convention Center	Colorado Convention Center
Block Total	Total Attendance: 693	Total Attendance: 607	Total Attendance: 581
Pick Up Total			

Comments Waiting to receive room night history for above events from client. Most current room night history from MINT is 2018 event: Contract Rooms 1382, Pick-up Rooms 1181. Renaissance Washington, DC Downtown Other Funding (external & internal) DM Grant 12,500

VP Approval  Date 4.23.26

CEO Approval  Date 4.21.26

Internal Use Only:
Committee Meeting
Approval Date & Amount