

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 11/18/24 Sales Manager Keola Shimooka

Group Democratic Party of Wisconsin

Event Name 2026 WisDems State Convention Lead # 121040

Event Dates June 11-13, 2026 Amount Requested \$6,375  
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 325 Total Room Nights 425

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Embassy	Park	Hyatt
Peak Room Block Bid	150	75	80	30


Lead Status Pending Direct Spending Impact \$248,174


Competition Wausau, Stevens Point, Milwaukee, La Crosse, Wisconsin Dells Attendance 1500

Decision Date 12/31/24 Expected Contract Revenue \$20,015

HISTORY	1	2	3
Month & Year	June 2024	June 2023	June 2022
City	Milwaukee	Green Bay	La Crosse
Facility	Potawatomi Casino Hotel	Radisson Hotel & Conv Center	The La Crosse Center
Block Total			
Pick Up Total			

Comments  Other Funding DM Grant \$4,700  
(external & internal)

VP Approval  Date 11/19/24

CEO Approval  Date 11/20/24

Internal Use Only:  
Committee Meeting Approval Date & Amount