

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 11/17/2023 Sales Manager Sydney DeMartino

Group North American Lake Management Society

Event Name NWQMC National Monitoring Conference 2025 Lead # 120780

Event Dates March 10-14, 2025, and March 31-April 4, 2025 Amount Requested \$22,500
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 340 Total Room Nights 1500

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton Madison Monona Terrace	Embassy Suites Downtown	Madison Concourse Hotel	Best Western Premier Park Hotel
Peak Room Block Bid	40	175	100	100

Lead Status Pending Direct Spending Impact \$650,884

Competition NA Attendance 850

Decision Date 1/01/2024 Expected Contract Revenue \$47,122

HISTORY

	1	2	3
Month & Year	April 2023	March 2019	May 2016
City	Virginia Beach	Denver	Tampa Bay
Facility	DoubleTree Virginia Beach	Sheraton Denver Downtown	Embassy Suites Downtown
Block Total	1475	1276	2070
Pick Up Total	1760	1025	1749

Comments Other Funding (external & internal) DM Grant \$11,200

Email form or Print and give (with any attachments) to Senior Convention Sales Coordinator – Who will route to VP and CEO for Approval.

VP Approval  Date 11-23-23

CEO Approval  Date 11.20.23

Internal Use Only:
Committee Meeting Approval Date & Amount