

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 6/24/2025 Sales Manager Brandon Holstein

Group Move United

Event Name 2027 Education Conference Lead # 121179

Event Dates May 3-5, 2027 Amount Requested \$7,050
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 150 Total Room Nights 470

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton Madison Monona Terrace	Embassy Suites Madison Downtwon	Madison Concourse Hotel	
Peak Room Block Bid	150	150	150	


Lead Status Pending Direct Spending Impact \$453,575


Competition Unknown Attendance 450

Decision Date TBD Expected Contract Revenue 15,931.50

HISTORY	1	2	3
Month & Year	May 2025	April 2024	May 2023
City	Park City, Utah	Phoenix, Arizona	Louisville, Kentucky
Facility	National Ability Center	Ability350 Sports & Fitness Center	Galt House Hotel
Block Total			
Pick Up Total			

Comments Other Funding (external & internal) None

VP Approval  Date 6-24-25

CEO Approval  Date 6.27.25

Internal Use Only:

Committee Meeting Approval Date & Amount	