

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 Aug 10, 2023

Sales Manager Sarah Lemmers

Group American Association for State & Local History

Event Name AASLH 2027 Annual Meeting

Lead # 120706

Event Dates Sept 20-25, 2027

Verify this does not conflict with major annual events.

Amount Requested \$20,580

Fund Use Facility Rental

Peak Room Nights (total peak)

425

Total Room Nights

1372

HOTEL BLOCK

	1	2	3	4
Hotel Name	<u>Hilton</u>	<u>Embassy</u>	<u>Park</u>	
Peak Room Block Bid	<u>151</u>	<u>185</u>	<u>85</u>	

Lead Status Pending

Direct Spending Impact \$606,205

Competition Providence - 2026

Attendance 600

Decision Date 01/01/2024

Expected Contract Revenue \$54,415

HISTORY

	1	2	3
Month & Year	<u>Sept. 2022</u>	<u>Sept. 2019</u>	<u>Sept. 2021</u>
City	<u>Buffalo, NY</u>	<u>Philadelphia, PA</u>	<u>Little Rock, AR</u>
Facility	<u>Hyatt Regency</u>	<u>201 Hotel</u>	<u>Little Rock Marriott</u>
Block Total			
Pick Up Total	<u>1165</u>	<u>1288</u>	<u>1100</u>

Comments We have commitment from the WI Historical Society to serve as the local host for 2027. Been working to get this group here since 2019 because of the new museum.

Other Funding (external & internal) DM-\$24,085

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

8-12-23

Internal Use Only:

Committee Meeting
Approval Date
& Amount

CEO Approval



Date

9.11.23