

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 2/20/23

Sales Manager Anne Yost

Group Solution Tree

Event Name 2024 PLC Institute

Lead # 119590

Event Dates July 23-26, 2024

Verify this does not conflict with major annual events.

Amount Requested \$13,500

Fund Use Facility Rental

Peak Room Nights (total peak) 300

Total Room Nights 900

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton	Park		
Peak Room Block Bid	175	150		

Lead Status Pending

Direct Spending Impact \$758,827

Competition

Attendance 1200

Decision Date 2/28/23

Expected Contract Revenue \$48,231

HISTORY

	1	2	3
Month & Year	2023	2018	
City	Madison	Madison	
Facility	Monona Terrace	Monona Terrace	
Block Total	740	1500	
Pick Up Total		1212	

Comments

Other Funding DM Grant \$4,500
(external & internal)

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 4.18.23

Internal Use Only:

Committee Meeting
Approval Date
& Amount

CEO Approval 

Date 4.18.23