

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 6/10/2025

Sales Manager Allison Mead

Group Event Service Professionals Association

Event Name 2027 ESPA Annual Conference

Lead # 121223

Event Dates January 22-26, or January 29-Feb. 2, 2027

Verify this does not conflict with major annual events.

Amount Requested \$12,750

Fund Use Facility Rental

Peak Room Nights (total peak)

310

Total Room Nights

850

HOTEL BLOCK

	1	2	3	4
Hotel Name	Embassy Suites	Hilton Monona		
Peak Room Block Bid	200	175		

Lead Status Pending

Direct Spending Impact \$250,937

Competition unknown

Attendance 350

Decision Date 12/31/25

Expected Contract Revenue \$19,808

HISTORY

	1	2	3
Month & Year	Jan 2024	Jan 2023	Jan 2022
City	Indianapolis	Pittsburg	Kansas City
Facility	Hyatt	Westin	Westin
Block Total	690	590	580
Pick Up Total	737	687	390 (reduced due to COVID)

Comments

Other Funding
(external & internal)

none

VP Approval

Date

6/27/25

CEO Approval

Date

6.27.25

Internal Use Only:

Committee
Meeting
Approval Date
& Amount
