

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 5/16/23 Sales Manager Anne Yost

Group Wild Birds Unlimited

Event Name 2025 Annual Meeting (Enterprise Leadership Conference) Lead # no lead yet

Event Dates June 3-9, 2025 Amount Requested \$22,200
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 400 Total Room Nights 1480

HOTEL BLOCK	1	2	3	4
Hotel Name	TBD			
Peak Room Block Bid				

Lead Status Pending Direct Spending Impact Approx. \$600,000


Competition unknown Attendance 800

Decision Date 12/31/23 Expected Contract Revenue \$66,395

HISTORY	1	2	3
Month & Year	June 2022	June 2019	June 2018
City	Indianapolis, IN	Grand Rapids, MI	Providence, RI
Facility	Indiana Convention Center	Amway Grand Plaza	Omni Providence & RI Conv Center
Block Total	In-person & Virtual		1855
Pick Up Total	Over 100 Vendor booths		1629

Comments Other Funding (external & internal) DM Grant \$20,000

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 5.17/23

CEO Approval  Date 5.17.23

Internal Use Only:
Committee Meeting Approval Date & Amount