

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 03/26/2025 Sales Manager Sarah Lemmers

Group Master Brewers Association of the Americas

Event Name 2026 Annual Conference Lead # 121155

Event Dates Aug 4-8, 2026 or Aug 11-15, 2026 Amount Requested \$16,500
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 355 Total Room Nights 1100

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Embassy	Concourse	Hyatt
Peak Room Block Bid	150	185	75	50

Lead Status Pending Direct Spending Impact \$590,909

Competition N/A Attendance 700

Decision Date 10/31/2025 Expected Contract Revenue \$34,235

HISTORY	1	2	3
Month & Year	October 2023	October 2021	October 2019
City	Seattle, WA	Cleveland, OH	Calgary, CA
Facility	Westin	Hilton Downtown	Telus Convention Center
Block Total			
Pick Up Total	1148		1125

Comments For 2021***instead of canceling due to COVID/Omicron pandemic, Master Brewers elected to hold a smaller conference (1/2 the size) to allow for adequate spacing and social distancing. Had a joint meeting for 2024 and 2025 with ASBC

Other Funding (external & internal) DM – up to \$10,300

VP Approval  Date 3-27/25

CEO Approval  Date 4.21.25

Internal Use Only:
Committee Meeting Approval Date & Amount
