

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 02/11/2025 Sales Manager Keola Shimooka

Group Wisconsin Land Information Association

Event Name WLIA 2027 Annual Convention Lead # 120934

Event Dates 02/16/26 – 02/19/27 Amount Requested \$6,525

Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 200 Total Room Nights 435

HOTEL BLOCK	1	2	3	4
Hotel Name	Embassy Suites	Hilton Monona Terrace	BW Premier Park Hotel	Hyatt Place
Peak Room Block Bid	70	50	50	30


Lead Status Pending Direct Spending Impact \$269,942


Competition Marriott Madison West, Wisconsin Dells - Kalahari Attendance 400

Decision Date 03/15/25 Expected Contract Revenue \$13,514

HISTORY	1	2	3
Month & Year	Feb 2024	2023	2022
City	Green Bay, WI	Wisconsin Dells, WI	Elkhart Lake, WI
Facility	Hyatt & KI Center	Kalahari Resort	Ostoff Resort
Block Total	435	435	
Pick Up Total	530	523	398 (Due to COVID and Snowstorm)

Comments  Other Funding (external & internal) DM Grant \$1,739

VP Approval  Date 2-12-25

CEO Approval  Date 2.12.25

Internal Use Only:  
Committee Meeting Approval Date & Amount