

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 6/24/25

Sales Manager Anne Yost

Group United States Association for Computational Mechanics

Event Name USNCCM20

Lead # 121162

Event Dates July 19-27, 2029

Verify this does not conflict with major annual events.

Amount Requested \$60,000

Fund Use Facility Rental

Peak Room Nights (total peak) 850

Total Room Nights 4000

**HOTEL BLOCK**

	1	2	3	4
Hotel Name	Hilton	Embassy	Concourse	Park
Peak Room Block Bid	144	119	300	125

Lead Status Pending

Direct Spending Impact \$1,644,193

Competition Knoxville, TN; Pittsburgh, PA

Attendance 1000

Decision Date 6/30/25

Expected Contract Revenue \$94,240

**HISTORY**

	1	2	3
Month & Year	July 2027	July 2025	July 2023
City	Pasadena, CA	Chicago	Albuquerque, NM
Facility	Pasadena Convention Center	Chicago Marriott Downtown MM	Albuquerque Convention Center
Block Total	1200 attendance anticipated	"expect over 1200 participants"	1050 attendance
Pick Up Total			

Comments This conference is held in odd years

Other Funding \$5,000 DM Grant  
(external & internal)

VP Approval



Date

6/27/25

CEO Approval



Date

6.27.25

Internal Use Only:

Committee  
Meeting  
Approval Date  
& Amount
