

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 3/10/26 Sales Manager Sarah Lemmers

Group American Association of State Highway & Transportation Officials

Event Name 2027 AASHTO Committee on Bridges & Structures Lead # 121250

Event Dates July 10-14, 2028 Amount Requested \$15,000
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 320 Total Room Nights 1000

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Embassy	Concourse	Hyatt
Peak Room Block Bid	75	150	100	40


Lead Status Pending Direct Spending Impact \$485,579

Competition Has selected Madison based on proposal submitted Attendance 450

Decision Date 4/30/26 Expected Contract Revenue \$40,546

HISTORY	1	2	3
Month & Year	June 2026	May 2023	June 2022
City	Charlotte, NC	Kansas City, MO	Pittsburgh, PA
Facility	Sheraton-Le Meridien	Loews	Omni William Penn Hotel
Block Total	1177	Attend: 520	1477
Pick Up Total	Expected Attend: 450		Attend: 535

Comments Other Funding (external & internal) \$15,000 DM Grant

VP Approval  Date 4.23.26

CEO Approval  Date 4.21.26

Internal Use Only:

Committee Meeting Approval Date & Amount	
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