

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 9/10/24 Sales Manager Anne Yost

Group National Garden Clubs

Event Name 2027 Annual Convention Lead # 120969

Event Dates May 14-19, 2027 Amount Requested \$13,500  
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 286 Total Room Nights 900

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Embassy	Park	
Peak Room Block Bid	125	185	50	

Lead Status Pending Direct Spending Impact \$474,963

Competition None for 2027 Attendance 600


Decision Date 10/15/24 Expected Contract Revenue \$30,069

HISTORY	1	2	3
Month & Year	May 2025	June 2024	April 2019
City	Omaha, NE	Denver, CO	Biloxi, MS
Facility	Hilton Omaha	The Westin Westminster	Beau Rivage Resort and Casino
Block Total	1215 contract rooms	888	800 attendance
Pick Up Total	650 attendance projected	761	970 pick-up rooms

Comments \_\_\_\_\_ Other Funding DM Grant \$4,600  
(external & internal)

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 9-10-24

CEO Approval  Date 9.10.24

Internal Use Only:

Committee Meeting Approval Date & Amount	
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