

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 2/3/2025 Sales Manager Allison Aguilar Bultman

Group American Meteorological Society

Event Name 33rd Conf on Weather Analysis and Forecasting (WAF)/20th Conf on Numerical Weather Prediction (NWP) 17th Conf on Atmospheric Radiation/17th Conf on Cloud Physics/ 22nd Conf on Mountain Meteorology Lead # 121126

Event Dates 7/26/26-7/31/26 or 5/31/26-6/5/26 or 8/2/26-8/7/26 or 8/9/26-8/14/26 Amount Requested \$36,000  
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 550 Total Room Nights 2,400

HOTEL BLOCK	1	2	3	4
Hotel Name	Embassy Suites	Hilton Monona Terrace	BW Premier Park Hotel	Concourse
Peak Room Block Bid	150	125	75	100


Lead Status Pending Direct Spending Impact \$1,214,089


Competition Asheville, NC, Nashville, TN, Savannah, GA Raleigh, NC, Flagstaff, AZ, Vancouver, BC Attendance 750

Decision Date 12/31/2025 Expected Contract Revenue \$39,377

HISTORY	1	2	3
Month & Year	July 2023	January 2022	January 2020
City	Madison, WI	Houston, TX	Boston, MA
Facility	Monona Terrace	Part of AMS Annual Mtg	Part of AMS Annual Mtg
Block Total	1340		
Pick Up Total	1028		

Comments The 2022 and 2023 WAF/NWP conferences were held during the AMS Annual Meeting. The 2023 data reflect a similar conference held in Madison, where we took into account that this group typically holds combined meetings during their annual event. Other Funding (external & internal)

VP Approval  Date 2/12/25

CEO Approval  Date 2.12.25

Internal Use Only:

Committee Meeting Approval Date & Amount	
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