

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 11/18/25 Sales Manager Sarah Lemmers

Group National Correctional Industries Association

Event Name 2029 NCIA National Training Conference Lead # 121338

Event Dates April 14-18, 2029 Amount Requested \$22,500
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 375 Total Room Nights 1,500

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Embassy	BW Park	Concourse
Peak Room Block Bid	75	185	75	75

Lead Status Pending Direct Spending Impact \$619,784

Competition unknown Attendance 650

Decision Date 5/31/26 Expected Contract Revenue \$55,765

HISTORY	1	2	3
Month & Year	April 2025	April/May 2024	April 2023
City	St. Louis	Dallas	Bellevue, WA
Facility	Hyatt Regency at the Arch	Dallas Hyatt Regency	Bellevue Hyatt Regency
Block Total			
Pick Up Total	1324	1309	1278

Comments Other Funding DM Grant \$25,600
(external & internal)

VP Approval  Date 11-19-25

CEO Approval  Date 11.18.25

Internal Use Only:

Committee Meeting	
Approval Date & Amount	