

MT BEA FUND BOOKING INCENTIVE REQUEST

TO QUALIFY FOR ASSISTANCE, THE EVENT MUST MEET THE FOLLOWING REQUIREMENTS:

⊠This event meets	Monona To	errace's c	lefinition (of a conv	ention
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☑This event has not yet been contracted.

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- ☐ 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
- $\ \ \, \boxtimes$ 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_	Am	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					4				
Hotel Na		Embassy	Embassy BW Pa		Concourse				
Peak Room Block	Bid 75	185	75		75				
Lead Status Pending Direct Spending Impact \$619,784									
Competition_	unknown		A	ttendance	650				
Decision Date	5/31/26	Expected Co	pected Contract Revenue_		\$55,765				
HISTORY	1		2		3				
Month & Year	-		April/May 2024		April 2023				
City	St. Louis	Dallas		Bellevue, WA					
Facility Block Total	Hyatt Regency at the Arch	Dallas Hya	tt Regency	Bellevue	evue Hyatt Regency				
Pick Up Total	1324	13	09	1278					
Comments Other Funding (external & internal) DM Grant \$25,600									
VP Approval_	Milliwapadi		11-19-25 11.18.25	Internal Use (Committee Meeting Approval Date & Amount	Only:				

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