

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 5/16/23 Sales Manager Sarah Lemmers

Group Society for Conservation Biology North America

Event Name North American Congress for Conservation Biology 2026 Lead # 120630

Event Dates July 25-30, 2026 Amount Requested \$15,000
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 250 Total Room Nights 1000

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Park	Concourse	Hyatt
Peak Room Block Bid	150	100	50	50

Lead Status Pending Direct Spending Impact \$906,188

Competition Ft. Lauderdale, Miami, Asheville, NC Attendance 1000


Decision Date 3/31/24 Expected Contract Revenue \$52,962


HISTORY	1	2	3
Month & Year	July 2022	July 2018	July 2016
City	Reno, NV	Toronto, ON, Canada	Madison, WI
Facility	Silver Legacy	Westin Harbour Castle Conf Ctr	Monona Terrace
Block Total	983		1735
Pick Up Total			898

Comments

Other Funding (external & internal) DM Grant \$17,000 & possible MMB

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 5.17.23

CEO Approval  Date 5.17.23

Internal Use Only:
Committee Meeting Approval Date & Amount