

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 4/22/24

Sales Manager Keola Shimooka

Group American Society for Theatre Research

Event Name 2026 Annual Conference

Lead # 120883

Event Dates Nov. 4-8, 2026

Amount Requested \$11,250

Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 250

Total Room Nights 750

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton	Embassy	Park	Hampton DT
Peak Room Block Bid	75	185	50	30

Lead Status Pending

Direct Spending Impact \$552,250

Competition Tier 1 & 2 Midwest Cities

Attendance 600

Decision Date 4/30/24

Expected Contract Revenue \$23,480

HISTORY

	1	2	3
Month & Year	Nov 2024	Nov 2023	Nov 2022
City	Seattle	Providence, RI	New Orleans
Facility	Hyatt Regency Seattle	Omni Providence	Astor Crowne Plaza
Block Total	761	770	1015
Pick Up Total		876	918

Comments

Other Funding \$4,000 DM Grant
(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 4/28/2024

Internal Use Only:

Committee Meeting
Approval Date
& Amount

CEO Approval

Date 4.29.24