

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 6/17/24

Sales Manager Keola Shimooka

Group Lutheran Women's Missionary Society

Event Name LVMS Annual Convention 2026

Lead # 120906

Event Dates June 24-28, 2026

Amount Requested \$17,400

Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak)

350

Total Room Nights

1160

**HOTEL BLOCK**

	1	2	3	4
Hotel Name	Hilton	Embassy	Park	Hotel Indigo
Peak Room Block Bid	150	185	50	30

Lead Status Pending

Direct Spending Impact \$586,781

Competition Midwest Cities

Attendance 1000

Decision Date 7/31/24

Expected Contract Revenue \$30,036

**HISTORY**

	1	2	3
Month & Year	June 2024	June 2023	June 2022
City	Sioux Falls, SD	LaCrosse, WI	Rochester, NY
Facility	Denny Sanford Premier Center	LaCrosse Center	Floreano Rochester Riverside CVC
Block Total	276 peak	1250 attendees	776 Total / 215 peak at HQ
Pick Up Total			but used 3 hotels total

Comments

Other Funding \$1,400 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

6/21/24

CEO Approval

Date

6.27.24

Internal Use Only:

Committee  
Meeting  
Approval Date  
& Amount