

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 Anne Yost

Group Aircraft Rescue and Fire Fighting Working Group

Event Name ARFF 2026 Annual Symposium

Lead # 120898

Event Dates October 3-8, 2026

Amount Requested \$25,500

Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak)

389

Total Room Nights

1700

HOTEL BLOCK

	1	2	3	4
Hotel Name	<u>Embassy</u>	<u>Hyatt DT</u>	<u>Concourse</u>	<u>Park</u>
Peak Room Block Bid	<u>185</u>	<u>50</u>	<u>240</u>	<u>25</u>

Lead Status Pending

Direct Spending Impact \$842,078

Competition Chattanooga, Charlotte, Little Rock, Tulsa, SLC,
Columbus, Savannah, Mobile, New Orleans, Greenville

Attendance 400

Decision Date 6/28/24

Expected Contract Revenue \$36,070

HISTORY

	1	2	3
Month & Year	<u>September 2023</u>	<u>August 2021</u>	<u>September 2019</u>
City	<u>Milwaukee</u>	<u>St. Louis</u>	<u>Grand Rapids</u>
Facility	<u>Hilton Milwaukee City Center</u>	<u>St. Louis Union Station Hotel</u>	<u>Amway Grand Plaza</u>
Block Total	<u>1624</u>	<u>500 attendance</u>	<u>1645</u>
Pick Up Total			<u>1326</u>

Comments

Other Funding
(external & internal)

no

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

CEO Approval

Date

4.29.24

Internal Use Only:

Committee
Meeting
Approval Date
& Amount