

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 6/24/25

Sales Manager Anne Yost

Group Association of College and University Housing Officers-International

Event Name ACUHO-I Content Conferences 2029

Lead # 121169

Event Dates October 14-18, 2029

Amount Requested \$31,500

Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 650

Total Room Nights 2100

**HOTEL BLOCK**

	1	2	3	4
Hotel Name	Hilton	Embassy	Concourse	Park
Peak Room Block Bid	156	185	300	100

Lead Status Pending

Direct Spending Impact \$812,286

Competition Bethesda, Chicago, Minneapolis, Denver, Albuquerque, Las Vegas

Attendance 575

Decision Date 12/31/25

Expected Contract Revenue \$63,753

**HISTORY**

	1	2	3
Month & Year	Oct 2025	Oct 2024	Oct 2023
City	St. Louis	Bethesda, MD	Columbus, OH
Facility	Hyatt Regency at the Arch	Bethesda North Marriott	Hilton Columbus Downtown
Block Total	2117	Est 500 attendees	2107
Pick Up Total			

Comments

Other Funding \$11,500 DM Grant  
(external & internal)

VP Approval

Date

6/27/25

CEO Approval

Date

6.27.25

Internal Use Only:

Committee  
Meeting  
Approval Date  
& Amount

About the event:

[2025 ACUHO-I Content Series Business Operations and ACUHO-I/APPA Housing Facilities Conferences](#)

The ACUHO-I Content Conferences (Residence Education, Business Operations, and Housing Facilities) will be held in St. Louis, Missouri, from **October 13-16, 2025**. The conferences will be a crossover event, offering attendees the chance to participate in one, two, or all three programs.