

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 11/16/23 Sales Manager Anne Yost

Group MEA Energy Association

Event Name Gas Operations Technical & Leadership Summit 2024 Lead # 120788

Event Dates August 11-15, 2024 Amount Requested \$13,500
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 375 Total Room Nights 900

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Park	Concourse	Hyatt
Peak Room Block Bid	125	100	150	60

Lead Status Pending Direct Spending Impact \$397,105

Competition St. Louis, Milwaukee, Minneapolis, St. Paul, Des Moines, Chicago suburbs Attendance 400

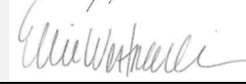
Decision Date 12/5/23 Expected Contract Revenue \$24,558

HISTORY	1	2	3
Month & Year	Aug 2023	Aug 2022	Aug 2019
City	Cincinnati, OH	Omaha, NE	Rochester, MN
Facility	Duke Energy Convention Ctr	CHI Health Center	Mayo Civic Center
Block Total	890	1600	
Pick Up Total	673	780	

Comments Other Funding (external & internal) none

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 11-20-2023

CEO Approval  Date 11.20.23

Internal Use Only:

Committee Meeting	
Approval Date & Amount	