

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 11/20/24 Sales Manager Anne Yost

Group Botanical Society of America

Event Name Botany 2026 Lead # 121070

Event Dates July 24-30, 2026 Amount Requested \$33,975
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 477 Total Room Nights 2265

HOTEL BLOCK	1	2	3	4
Hotel Name	<u>Embassy</u>	<u>Park</u>	<u>Concourse</u>	<u>Hyatt</u>
Peak Room Block Bid	<u>100</u>	<u>50</u>	<u>180</u>	<u>50</u>

Lead Status Pending Direct Spending Impact \$966,883


Competition Omaha, Providence, Raleigh Attendance 600


Decision Date 12/30/24 Expected Contract Revenue \$71,369

HISTORY	1	2	3
Month & Year	<u>June 2024</u>	<u>July 2023</u>	<u>July 2022</u>
City	<u>Grand Rapids, MI</u>	<u>Boise, ID</u>	<u>Anchorage, AK</u>
Facility	<u>DeVos Center</u>	<u>Boise Centre + 8 hotels</u>	<u>Dena'ina Center</u>
Block Total		<u>1597</u>	
Pick Up Total	<u>Est. 1000 Attendance</u>	<u>900 Attendance</u>	<u>Est. Attendance 1500</u>

Comments

Other Funding DM Grant \$21,000
(external & internal)

VP Approval  Date 11/20/24

CEO Approval  Date 11/20/24

Internal Use Only:
Committee Meeting
Approval Date & Amount