

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 3/11/24 Sales Manager Anne Yost

Group Potato Association of America

Event Name 109th Annual Meeting Lead # 120848

Event Dates July 27-30, 2025 Amount Requested \$16,500
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 300 Total Room Nights 1100

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Embassy	Park	Hyatt DT
Peak Room Block Bid	140	185	100	70

Lead Status Pending Direct Spending Impact \$412,925


Competition Not known Attendance 300

Decision Date 6/30/24 Expected Contract Revenue \$20,550

HISTORY	1	2	3
Month & Year	July 2024	July 2023	July 2018
City	Portland, OR	Charlottetown, Prince Edward Island, Canada	Boise, ID
Facility	The Nines	Delta Hotel by Marriott	The Grove
Block Total	405 at The Nines + add RN at secondary hotel, AC DT		765
Pick Up Total			

Comments

Other Funding (external & internal) no

VP Approval  Date 4/28/2024

CEO Approval  Date 4.29.24

Internal Use Only:
Committee Meeting Approval Date & Amount