

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 7/6/2026

Sales Manager Aaron Frey

Group Upper Midwest Region – Association of College and University Housing Officers

Event Name 2029 Annual Conference

Lead # 121494

Event Dates 10/16/2029 – 10/19/2029

Amount Requested \$7,500

Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 160

Total Room Nights 505

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton MT	Embassy Suites		
Peak Room Block Bid	100	60		

Lead Status Pending

Direct Spending Impact \$361,329

Competition Kansas, Minnesota

Attendance 450

Decision Date 7/30/2026

Expected Contract Revenue 32,796

HISTORY

	1	2	3
Month & Year	Oct 2025	Oct 2024	Nov 2023
City	Omaha	Springfield, MO	La Vista, NE
Facility	Embassy Suites / La Vista Hotel & Convention Center	University Plaza Hotel & Convention Center	
Block Total	565	565	
Pick Up Total	466	433	

Comments

Other Funding
(external & internal)

DM Grant

VP Approval

Date

7-7-26

CEO Approval

Date

7.7.26

Internal Use Only:

Committee
Meeting
Approval Date
& Amount