

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 11/5/2025 Sales Manager Allison Mead

Group American Meteorological Society

Event Name 2027 AMS June Summit Lead # 121360

Event Dates June 27 – July 2, 2027 Amount Requested \$25,500
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 360 Total Room Nights 1,700

HOTEL BLOCK	1	2	3	4
Hotel Name	Embassy Suites	Hilton Monona Terrace	BW Premier Park Hotel	
Peak Room Block Bid	150	100	110	

Lead Status Pending Direct Spending Impact \$852,611

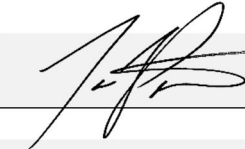
Competition NA Attendance 650

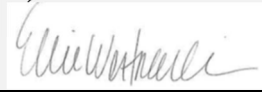
Decision Date 12/31/2025 Expected Contract Revenue \$53,435

HISTORY	1	2	3
Month & Year	June 2023 – Broadcast Conf	August 2023	July 2023
City	Phoenix, AZ	Minneapolis, MN	Madison, WI
Facility	Arizona Grand Resort & Spa	-	Monona Terrace
Block Total	650	1,091	1340
Pick Up Total	466	1,091	1028

Comments 4 different conferences in one for the June Summit. Recent group history for Radar Meteorology and Broadcast are noted above. Monona Terrace hosted July 2023 AMS combined meeting which was a similar conference. AMS 2026 33rd Conf WAF + 20th Conf NWP is confirmed at Monona Terrace.

Other Funding (external & internal) \$19,000 DM Grant

VP Approval  Date 11-19-25

CEO Approval  Date 11.18.25

Internal Use Only:

Committee Meeting	
Approval Date & Amount	