

## MT BEA FUND BOOKING INCENTIVE REQUEST

## 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.

PLUS ONE OF THE FOLLOWING:

☑This event has a minimum of 75% programmed events at the Monona Terrace.

⊠This event has a minimum direct spending impact of \$100,000

☑ This event has a minimum out of town attendance of 400.

⊠This event has an overflow hotel with a minimum room block of 50.						
Date of Request 11/5/2025			Sales Manager Allison Mead			
Group_	American Meteorolog	jical Society				
Event Name 202	7 AMS June Summit				Lead #	121360
Event Dates June 27 – July 2, 2027  Verify this does not conflict with major annual events.				Amou	nt Requested	\$25,500
	lity Rental	i major amuai events				
Peak Room Night	S (total peak)	360	Tota	al Room Nights	3	1,700
HOTEL BLOCK	1	2	-	3		4
	me Embassy Suites	Hilton Monor	a Terrace			
Peak Room Block B	Bid 150	100	)	11	0	
Lead Status_	Pending		Direct S	Spending Impac	ct\$	852,611
Competition NA				At	tendance	650
Decision Date_	12/31/2025		Exped	ted Contract R	evenue	\$53,435
HISTORY	1			2		3
	June 2023 – Broadca		_	ust 2023		July 2023
City	Phoenix, AZ		Minnea	apolis, MN		/ladison, WI
Block Total	Arizona Grand Reso 650	п & Spa	1	- ,091	IVIO	nona Terrace 1340
Pick Up Total	466			,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 33 <sup>rd</sup> Conf WAF + 20 <sup>th</sup> Conf NWP is confirmed at Monona Terrace.  Standard Stan						
VP Approval Da				11-19-25	Internal Use Only: Committee Meeting Approval Date	
CEO Approval	lliellerheile		Date	11.18.25	& Amount	

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