

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 11/19/24 Sales Manager Anne Yost

Group Handweavers Guild of America

Event Name 2026 Convergence Lead # 121032

Event Dates July 28-August 2, 2026 Amount Requested \$31,500
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 430 Total Room Nights 2100

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Park	Concourse	Hyatt
Peak Room Block Bid	150	120	75	60


Lead Status Pending Direct Spending Impact \$1,241,982


Competition Des Moines, St. Louis, New Orleans Attendance 1000

Decision Date 12/31/24 Expected Contract Revenue \$84,582

HISTORY	1	2	3
Month & Year	July 2024	July 2022	July 2018
City	Wichita, KS	Knoxville, TN	Reno, NV
Facility	Hyatt Regency Wichita & Convention Center	Holiday Inn World's Fair Park	Peppermill Resort Spa Casino
Block Total	2000 attendance	1650	1985
Pick Up Total		1461	3098

Comments Other Funding (external & internal) DM Grant \$27,100

VP Approval  Date 11/19/24

CEO Approval  Date 11/20/24

Internal Use Only:
Committee Meeting Approval Date & Amount