

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 08/28/2023

Sales Manager Sarah Lemmers

Group Americans for the Arts

Event Name 2026 Americans for the Arts Annual Convention

Lead # 120712

Event Dates June 11-15, 2026

Amount Requested \$16,500

Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak)

400

Total Room Nights

1100

**HOTEL BLOCK**

	1	2	3	4
Hotel Name	Hilton	Embassy	Concourse	Park
Peak Room Block Bid	150	185	150	80

Lead Status Pending

Direct Spending Impact \$553,881

Competition Charlotte, NC Grand Rapids, MI Kansas City, MO,  
Oklahoma City, OK Palm Beach, FL, St. Louis, MO

Attendance 800

Decision Date 12/31/2023

Expected Contract Revenue \$39,738

**HISTORY**

	1	2	3
Month & Year	June 2022	June 2019	June 2018
City	Washington DC	Minneapolis	Denver
Facility	Omni	Hilton	Hyatt Regency/Conv Center
Block Total	549	1706	1640
Pick Up Total	702	1883	2088

Comments 2022 – was a covid year...didn't have 2023 convention

Other Funding (external & internal) DM – 10,000

Email form or Print and give (with any attachments) to Senior Convention Sales Coordinator – Who will route to VP and CEO for Approval.

VP Approval

Date

8-30-23

Internal Use Only:

Committee Meeting  
Approval Date  
& Amount

CEO Approval

Date

9.11.23