

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 4/17/25

Sales Manager Anne Yost

Group Solution Tree

Event Name 2026 Effective Coaching Institute

Lead # 121139

Event Dates Sep 29-Oct 2, 2026

Verify this does not conflict with major annual events.

Amount Requested \$7,425

Fund Use Facility Rental

Peak Room Nights (total peak) 165

Total Room Nights 495

HOTEL BLOCK

	1	2	3	4
Hotel Name	Embassy Suites	Best Western		
Peak Room Block Bid	115	50		

Lead Status Pending

Direct Spending Impact \$392,109

Competition Contracting MT

Attendance 550

Decision Date 5/31/25

Expected Contract Revenue \$22,067

HISTORY

	1	2	3
Month & Year	Oct 2025	Oct 2024	Oct 2019
City	Tacoma, WA	Irving, TX	Salt Lake City, UT
Facility	Marriott Tacoma DT		Salt Palace Conv Center
Block Total			895
Pick Up Total			721

Comments

Other Funding \$10,200 DM Grant
(external & internal)

VP Approval

Date

4-24-25

CEO Approval

Date

4.21.25

Internal Use Only:

Committee
Meeting
Approval Date
& Amount