

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 4/19/23 Sales Manager Keola Shimooka

Group Evolang

Event Name Evolang Conference 2024 Lead # 119609

Event Dates May 18-21, 2024 Amount Requested \$12,000
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 275 Total Room Nights 875

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Park	Concourse	Hyatt DT
Peak Room Block Bid	150	100	100	50

Lead Status Pending Direct Spending Impact \$366,184


Competition Selected Madison Attendance 350

Decision Date 5/31/23 Expected Contract Revenue \$18,280

HISTORY	1	2	3
Month & Year	2022	2018	2016
City	Kanazawa, Japan	Torun, Poland	New Orleans, LA
Facility			
Block Total			
Pick Up Total			

Comments Other Funding DM Grant \$5,000
(external & internal)

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 5.17.23

Internal Use Only:

Committee Meeting Approval Date & Amount	
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CEO Approval  Date 5.17.23