

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 5/16/23

Sales Manager Anne Yost

Group Mechanical Contractors Association of America

Event Name MCAA Fabrication Conference

Lead # 119614

Event Dates August 13-16, 2024

Verify this does not conflict with major annual events.

Amount Requested \$12,000

Fund Use Facility Rental

Peak Room Nights (total peak) 300

Total Room Nights 800

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton	Park	Embassy Suites	
Peak Room Block Bid	150	75	185	

Lead Status Pending

Direct Spending Impact \$361,985

Competition Milwaukee

Attendance 325

Decision Date 6/30/23

Expected Contract Revenue \$13,035

HISTORY

	1	2	3
Month & Year	October 2023	October 2022	
City	Seattle	Seattle	
Facility	Grand Hyatt	Westin Seattle	
Block Total			
Pick Up Total	847	549	

Comments

Other Funding no
(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

CEO Approval

Date

5.17.23

Internal Use Only:

Committee Meeting
Approval Date & Amount
