

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 American Society of Animal Science

Event Name ASAS Midwest Section Meeting 2027 Lead # 121062

Event Dates March 6-10, 2027 Amount Requested \$16,500
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 436 Total Room Nights 1100

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Embassy	Park	Concourse
Peak Room Block Bid		185	75	200

Lead Status Pending Direct Spending Impact \$777,986


Competition Des Moines, Council Bluffs, IA, Omaha, Milwaukee, Kansas City Attendance 950

Decision Date 2/17/25 Expected Contract Revenue \$34,189


HISTORY	1	2	3
Month & Year	March 2024	March 2023	March 2022
City	Madison	Madison	Omaha
Facility	Monona Terrace	Monona Terrace	Omaha Hilton
Block Total	1100	1100	1354 Attendance
Pick Up Total	1036	1259	

Comments

Other Funding \$12,000 DM Grant
(external & internal)

VP Approval  Date 11/19/24

Internal Use Only:
Committee Meeting Approval Date & Amount

CEO Approval  Date 11/20/24