

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 4/21/25

Sales Manager Sarah Lemmers

Group National Alliance on Mental Illness

Event Name NAMIcon 2029

Lead # 121185

Event Dates June 3-9, or May 13-19, 2029

Amount Requested \$55,500

Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak)

900

Total Room Nights

3700

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton	Embassy	Park	Concourse
Peak Room Block Bid	150	185	120	275

Lead Status Pending

Direct Spending Impact \$2,105,808

Competition Prefers Madison

Attendance 2500

Decision Date 12/31/25

Expected Contract Revenue \$107,345

HISTORY

	1	2	3
Month & Year	June 2024	May 2023	June 2019
City	Denver, CO	Minneapolis, MN	Seattle, WA
Facility	Sheraton Denver DT	Hilton Minneapolis	Hyatt Regency Seattle
Block Total	3,206	3,178	3,170
Pick Up Total	Peak Block 703	3,178	2,929

Comments

Other Funding \$11,000 DM Grant
(external & internal)

VP Approval



Date

4/24/25

Internal Use Only:

Committee
Meeting
Approval Date
& Amount

CEO Approval



Date

4.21.25