

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 Keola Shimooka

Group Wisconsin Realtors Association

Event Name 2026 WRA Annual Conference Lead # 121181

Event Dates September 21-23, 2026 Amount Requested \$7,125
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 225 Total Room Nights 475

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Embassy	Concourse	
Peak Room Block Bid	125	185	100	

Lead Status Pending Direct Spending Impact \$334,767

Competition Milwaukee area, Wisconsin Dells, La Crosse Attendance 600

Decision Date 4/30/25 Expected Contract Revenue \$25,536

HISTORY	1	2	3
Month & Year	September 2025	September 2024	October 2023
City	Wisconsin Dells	Wisconsin Dells	Wisconsin Dells
Facility	Kalahari	Kalahari	Kalahari
Block Total			
Pick Up Total			

Comments

Other Funding \$13,500 DM Grant
(external & internal)

VP Approval  Date 4-24-25

Internal Use Only:
Committee Meeting Approval Date & Amount

CEO Approval  Date 4.21.25