

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 6/30/2026 Sales Manager Paige Ryan

Group Midwest Nursing Research Society

Event Name 2029 MNRS Annual Conference Lead # 121484

Event Dates 04/04/29-04/07/29 or 03/21/29-03/24/29 Amount Requested \$21,900
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 460 Total Room Nights 1460

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton Monona Terrace	Embassy Suites	The Madison Concourse	Best Western Premier Park
Peak Room Block Bid	150	185	150	100

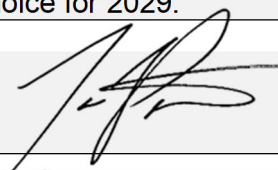
Lead Status Pending Direct Spending Impact \$870,232

Competition Chicago, Milwaukee, Omaha, Detroit Attendance 900

Decision Date 10/30/2026 Expected Contract Revenue \$59,584

HISTORY	1	2	3
Month & Year	March 2026	March 2025	February 2024
City	St. Louis, MO	Indianapolis, IN	Minneapolis MN
Facility	St. Louis Union Station Hotel	Indiana CC	Hyatt Regency Minneapolis
Block Total			
Pick Up Total	1490	1310	1375

Comments Group has expressed that Madison would be their top choice for 2029. Other Funding (external & internal) DM Funding \$25,000

VP Approval  Date 7-7-26

CEO Approval  Date 7.7.26

Internal Use Only:

Committee Meeting Approval Date & Amount	
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