

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 4/23/24

Sales Manager Anne Yost

Group American Society of Mammalogists

Event Name 2027 Annual Meeting

Lead # 120880

Event Dates June 25-30, 2027

Amount Requested \$18,750

Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 259

Total Room Nights 1250

**HOTEL BLOCK**

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

Lead Status Pending

Direct Spending Impact \$587,756

Competition TBD

Attendance 500

Decision Date 6/3/24

Expected Contract Revenue \$53,494

**HISTORY**

	1	2	3
Month & Year	June 2024	July 2023	June 2022
City	Boulder, CO	Anchorage, AK	Tucson, AZ
Facility	University of CO Boulder	Dena'ina Civic and Convention Cntr	Westin La Paloma Resort
Block Total		722 attendees + 200 Virtual	
Pick Up Total		1,038 pick-up rooms	

Comments

Other Funding \$17,500 DM Grant  
(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 4/28/2024

CEO Approval

Date 4.29.24

Internal Use Only:

Committee  
Meeting  
Approval Date  
& Amount