

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 State and Local Government Benefits Association

Event Name 2027 National Conference Lead # 121011

Event Dates April 30-May 6, 2027 Amount Requested \$24,000
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 420 Total Room Nights 1600

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Embassy Suites	Best Western	Concourse
Peak Room Block Bid	100	185	100	70

Lead Status Pending Direct Spending Impact \$716,175

Competition Unknown Attendance 700

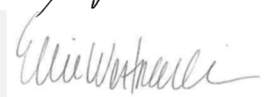
Decision Date 2/7/25 Expected Contract Revenue \$36,149

HISTORY	1	2	3
Month & Year	April 2024	April 2023	May 2022
City	Louisville, KY	New Orleans, LA	Seattle, WA
Facility	Omni Louisville	Hyatt Regency	Hyatt Regency
	751 Attendance	700 Attendance	565 Attendance
	2050 contract rooms	1515 contract rooms	

Comments _____ Other Funding (external & internal) no

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 2/12/25

CEO Approval  Date 2.12.25

Internal Use Only:
Committee Meeting
Approval Date & Amount