

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 9/10/24 Sales Manager Anne Yost

Group Handbell Musicians of America

Event Name National Seminar 2026 Lead # 120989

Event Dates July 6-11, 2026 Amount Requested \$20,700
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 275 Total Room Nights 1380

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Embassy	Park	
Peak Room Block Bid	125	90	75	

Lead Status Pending Direct Spending Impact \$557,669

Competition NA Attendance 450

Decision Date 10/31/24 Expected Contract Revenue \$73,494


HISTORY	1	2	3
Month & Year	July 2024	July 2023	July 2021
City	Hartford, CN	Irving, TX	Glendale, AZ
Facility	Connecticut Conv Center	Irving Convention Center	Renaissance Phoenix Glendale Hotel
Block Total	450 attendance		1312
Pick Up Total			901

Comments

Other Funding \$23,800 DM Grant
(external & internal)

VP Approval  Date 9-10-24

Internal Use Only:
Committee Meeting Approval Date & Amount

CEO Approval  Date 9.10.24