

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 3/11/24

Sales Manager Anne Yost

Group Solution Tree

Event Name 2025 Assessment Center Institute

Lead # 120834

Event Dates June 24-27, 2025

Verify this does not conflict with major annual events.

Amount Requested \$5,100

Fund Use Facility Rental

Peak Room Nights (total peak) 125

Total Room Nights 340

**HOTEL BLOCK**

	1	2	3	4
Hotel Name	Hilton	Embassy Suites		
Peak Room Block Bid	75	50		

Lead Status Pending

Direct Spending Impact \$271,548

Competition NA

Attendance 500

Decision Date 2/29/24

Expected Contract Revenue \$21,923

**HISTORY**

	1	2	3
Month & Year	June 2024		
City	Cedar Rapids, IA		
Facility	DoubleTree		
Block Total	625		
Pick Up Total			

Comments This client, Solution Tree, does other very large meetings with us annually. Requesting a peak room night exception for this event.

Other Funding (external & internal) DM Grant \$7,000

VP Approval

Date

3.26.24

CEO Approval

Date

3.26.24

Internal Use Only:

Committee Meeting Approval Date & Amount
