

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 09/20/2024 Sales Manager Sarah Lemmers

Group Comparative and International Education Society

Event Name CIES 2027 Annual Conference Lead # 120896

Event Dates April 1-8, 2027 Amount Requested \$7,500
Verify this does not conflict with major annual events.

Fund Use Bid fees

Peak Room Nights (total peak) 529 Total Room Nights 2600

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Concourse	Embassy	
Peak Room Block Bid	150	250	175	

Lead Status Pending Direct Spending Impact \$2,024,085


Competition 1 other unknown city Attendance 2700


Decision Date 10/31/2024 Expected Contract Revenue \$89,226.00

HISTORY	1	2	3
Month & Year	March 2024	March 2023 (hybrid)	April 2019
City	Miami	Washington DC	San Fran
Facility	Hyatt Regency	Grand Hyatt	Hyatt Regency
Block Total	2675		
Pick Up Total	2280	2333	2620

Comments This would be to put towards the shuttle between MT and Concourse. This group needs 45+ breakouts, so they would be hosting 1/2 the conference at MT and 1/2 and Concourse. Not having the shuttle covered is a deal breaker.

Other Funding MTBEA \$39,000
(external & DM - \$39,000
internal)

VP Approval  Date 10-3-24

CEO Approval  Date 11/20/24

Internal Use Only:
Committee Meeting
Approval Date & Amount