

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 08/21/2023 Sales Manager Sarah Lemmers

Group National Rural Electric Cooperative Association

Event Name NRECA 2025 Regions 5 & 6 Meeting Lead # 120703

Event Dates September 22-25, 2025 Amount Requested \$22,500
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 725 Total Room Nights 1500

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Park	Concourse	AC
Peak Room Block Bid	152	100	175	50

Lead Status Pending Direct Spending Impact \$932,408

Competition MKE, Wisconsin Dells Attendance 1200

Decision Date 12/31/2023 Expected Contract Revenue \$54,415

HISTORY	1	2	3
Month & Year	Sept 2021	Sept 2019	Sept 2018
City	Minneapolis	Milwaukee	Minneapolis
Facility	Hilton	Hilton	Hilton
Block Total			
Pick Up Total	1598	1476	1509

Comments Other Funding (external & internal) DM - 2,700

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 8-30-23

CEO Approval  Date 9.11.23

Internal Use Only:
Committee Meeting
Approval Date & Amount