

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 4/13/23 Sales Manager Keola Shimooka

Group Fairway Independent Mortgage

Event Name 2023 Manager's Meeting Lead # 119603

Event Dates September 18-20, 2023 Amount Requested \$5,000
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 400 Total Room Nights 500

HOTEL BLOCK	1	2	3	4
Hotel Name	Edgewater	Park	Concourse	
Peak Room Block Bid	138	50	250	

Lead Status Pending Direct Spending Impact \$309,618

Competition Attendance 400

Decision Date 4/30/23 Expected Contract Revenue \$18,757

HISTORY	1	2	3
Month & Year	Nov 2022		
City	Grapevine, TX		
Facility	Gaylord Texan Resort & Convention Center		
Block Total			
Pick Up Total			

Comments Other Funding (external & internal) none

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 5.17.23

CEO Approval  Date 5.17.23

Internal Use Only:

Committee Meeting	
Approval Date & Amount	