

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 Solution Tree

Event Name 2026 PLC Institute Lead # 120965

Event Dates June 21-24, 2026 Amount Requested \$13,500
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 350 Total Room Nights 900

HOTEL BLOCK	1	2	3	4
Hotel Name	<u>Embassy</u>	<u>Park</u>		
Peak Room Block Bid	<u>130</u>	<u>150</u>		

Lead Status Pending Direct Spending Impact \$900,125

Competition none Attendance 1600

Decision Date 9/18/24 Expected Contract Revenue \$47,629

HISTORY	1	2	3
Month & Year	<u>Aug 2025</u>	<u>July 2024</u>	<u>July 2024</u>
City	<u>Madison</u>	<u>Madison</u>	<u>Madison</u>
Facility	<u>Monona Terrace</u>	<u>Monona Terrace</u>	<u>Monona Terrace</u>
Block Total	<u>940</u>	<u>983</u>	<u>740</u>
Pick Up Total		<u>698</u>	<u>616</u>

Comments

Other Funding DM Grant \$4,500
(external & internal)

VP Approval  Date 9-10-24

CEO Approval  Date 9.10.24

Internal Use Only:
Committee Meeting Approval Date & Amount