

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 October 25, 2021

Sales Manager Sarah Lemmers

Group American Association of Motor Vehicle Administrators

Event Name AAMVA 2023 Annual International Conference

Lead # 119219

Event Dates August 24-31, 2023 or Sept. 21-28, 2023

Verify this does not conflict with major annual events.

Amount Requested \$28,425

Fund Use Facility Rental

Peak Room Nights (total peak) 550

Total Room Nights 1895

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton	Concourse	Park	
Peak Room Block Bid	175	250	125	

Lead Status Pending

Direct Spending Impact \$798,449

Competition Milwaukee

Attendance 800

Decision Date 12/31/2021

Expected Contract Revenue \$62,000

HISTORY

	1	2	3
Month & Year	August 2019	August 2018	August 2017
City	Omaha, NE	Philadelphia, PA	San Francisco, CA
Facility	CHI Health Center Omaha	Philadelphia Marriott DT	Hyatt Regency San Fran
Block Total	2614	2411	2041
Pick Up Total	2059	2411	2488

Comments

Other Funding
(external & internal)

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 Jamie Patrick

Date 11/18/21

CEO Approval Ellie Westman Chin

Date 11/18/21

Internal Use Only:

Committee
Meeting
Approval Date
& Amount