

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 11/17/21

Sales Manager Anne Yost

Group Retail Jewelers Organization

Event Name 2025 Summer Buying Show

Lead # 119294

Event Dates July 25-28, 2025

Verify this does not conflict with major annual events.

Amount Requested \$24,000

Fund Use Facility Rental

Peak Room Nights (total peak) 530

Total Room Nights 1,600

HOTEL BLOCK

	1	2	3	4
Hotel Name	DT Hotels TBD			
Peak Room Block Bid				

Lead Status Pending

Direct Spending Impact \$742,060

Competition Multiple cities

Attendance 1,200

Decision Date 2/4/22

Expected Contract Revenue \$64,000

HISTORY

	1	2	3
Month & Year	July 2022	July 2023	Winter Buying Show Feb 2016
City	Minneapolis, MN	Philadelphia, PA	Phoenix, AZ
Facility	Hyatt Regency	Marriott Philadelphia DT	Hyatt Regency Phoenix
Block Total			1460
Pick Up Total			1513

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