

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 World-class Instructional Design & Assessment

Event Name 2023 WIDA Annual Conference Lead # 119247

Event Dates October 16-20, 2023 Amount Requested \$22,500
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 500 Total Room Nights 1,500

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Park	DoubleTree DT	Concourse & Hampton DT
Peak Room Block Bid	150	150	50	40 each

Lead Status Pending Direct Spending Impact \$2,041,668

Competition Milwaukee Attendance 2,100

Decision Date 12/31/21 Expected Contract Revenue \$86,475

HISTORY	1	2	3
Month & Year	October 2019	October, 2018	October 2027
City	Providence, RI	Detroit, MI	Tampa, FL
Facility	Rhode Island Conv Center	Cabo Center	Tampa Convention Center
Block Total	2902	3322	
Pick Up Total	2699	2579	

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