

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 <u>11/18/21</u>	Sales Manager <u>Keola Shimooka</u>
Group <u>Wisconsin Library Association</u>	
Event Name <u>2023 WLA Annual Conference</u>	Lead # <u>119271</u>
Event Dates <u>Nov. 13-17, 2023</u> <small>Verify this does not conflict with major annual events.</small>	Amount Requested <u>\$6,750</u>
Fund Use <u>Facility Rental</u>	

Peak Room Nights (total peak)	175		Total Room Nights	450						
HOTEL BLOCK BID	1		2		3		4			
	Hotel Name		Hilton		Park		Hyatt		Holiday Inn Expr Central	
	Peak Room Block Bid		150		50		25		60	

Lead Status <u>Pending</u>	Direct Spending Impact <u>\$192,633</u>
Competition <u>Other Wisconsin Cities</u>	Attendance <u>400</u>
Decision Date <u>11/30/21</u>	Expected Contract Revenue <u>\$27,604</u>

<b>HISTORY</b>	1	2	3
Month & Year	Nov 16-19, 2021	Oct 8-1, 2019	Oct 23-26, 2018
City	Green Bay	Wisconsin Dells	La Crosse
Facility	Hyatt Regency & KI Center	Kalahari Convention Center	Radisson & La Crosse Center
Block Total	expect 800 attendees		
Pick Up Total			

Comments <u>November 1 - 4, 2022   Grand Geneva Hotel in Lake Geneva</u>	Other Funding <u>DM Grant - \$6,750</u>
<u>600 Rooms contracted at Madison Marriott West for 2008 Annual Conference, which was last time in Madison.</u>	<small>(external &amp; internal)</small>

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 <u>Jamie Patrick</u>	Date <u>11/18/21</u>	Internal Use Only:
CEO Approval <u>Ellie Westman Chin</u>	Date <u>11/18/21</u>	Committee Meeting Approval Date & Amount <table border="1" style="width: 100%; height: 40px;"></table>