

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 11/02/2021 Sales Manager Keola Shimooka

Group Wisconsin Land Information Association

Event Name 2025 WLIA Annual Conference Lead # 119268

Event Dates 02/18/25 – 02/21/25 or 02/25/25 – 02/28/25 Amount Requested \$6,300  
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 225 Total Room Nights 420

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton Monona Terrace	BW Premier Park Hotel		
Peak Room Block Bid	150	75		

Lead Status Pending Direct Spending Impact \$265,489

Competition Wisconsin Cities Attendance 400

Decision Date 12/31/2021 Expected Contract Revenue \$15,696

HISTORY	1	2	3
Month & Year	2019	2018	2017
City	Appleton	Elkhart Lake	Wisconsin Dells
Facility	Radisson Paper Valley	Osthoff Resort	Chula Vista Resort
Block Total	455	455	455
Pick Up Total	465	443	516

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